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AUG 2012
#64
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ANNUAL TRAVEL ISSUE

Japan's Onsen Hot Springs

Enjoy All of Japan in One City
Regional Specialty Shops in Tokyo

SUMMER SPECIAL FEATURE

Beat the Heat with 5 Senses

SPECIAL INTERVIEW

JERO (Enka Singer)

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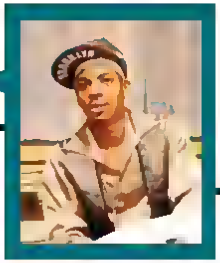
JERO is an African-American enka singer who has taken Japan by storm since his debut in 2008. Mastering the unique Japanese music genre, enka, and having captured Japanese audience's hearts, JERO is now stepping up to the world. Chopsticks NY chatted with him during his visit to NY for his performance.



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"...enka is more about concentrating on the lyrics and making the audience feel what you're feeling."

—— JERO

JERO (born Jerome Charles White, Jr.) is an African-American enka singer who has taken Japan by storm since his debut in 2008. That year he appeared for the first time on NHK's Kohaku Uta Gassen (New Year's Eve Musical Spectacular), thereby fulfilling a promise to his deceased Japanese grandmother that he would someday make it to that show. He took some time before his first performance in New York at Japan Society's Annual Dinner and Let's Enka! event to speak with Chopsticks NY about the appeal of enka, his path to success, and how he envisions his future

© Guan Barl

Can you define enka for Chopsticks NY readers who might not be familiar with this genre?

In comparison to American music, I would say it's a form of the blues. I always describe it to people as the "Japanese blues." The reason for that is the lyrics for enka are very sad and melodramatic. It's largely about lost love and broken hearts, comparable to American blues. There is some enka that is uplifting and supposed to make you feel good, but I'd say 80% of it is sad songs.

Considering that, what initially drew you into this genre of music?

My grandmother. She would listen to this music all the time, and every time I went to her house the songs would be playing in the background. Through this, I just got to learn to like enka and listen to it in my spare time. So my grandmother is the main reason that I'm here and able to do what I love. Unfortunately, she passed just three months before I got scouted, but I think that happening was a big present from her.

At a young age did you know that's what you wanted to do, or did that come later?

I did have a sense that I wanted to sing enka someday, but I knew that it definitely wouldn't happen in the States and I would obviously have to go to Japan. I didn't think that it would really happen, but I figured it was worth a shot later on in life.

Who were your favorite enka siogers?
I grew up listening to Hibari Misora, she was my first enka expenence. I listened to a lot of the other famous artists as well, like Fuyumi Sakamoto and Hiroshi Itsuki. They had a big influence on my enka style in terms of their tones and the way they use their voices in different parts of the music. I listened to them so much, it definitely had an effect on the way that I sing.

Enka requires a very specific singing technique. What was your training to learo this?
The whole time I was in the States I would practice on my own or at my grandmother's. I would just sing for fun or for her. I first performed for her at age five, and I loved the way it made her smile. She was my only audience for a long time! But after graduating from college I went to Japan, and after staying there for a while I began performing at karaoke contests and singing contests. I didn't actually have formal training until I was scouted by the record label Victor Entertainment, which provided me with two years of voice lessons.

How in particular did things change for you with this professiooal vocal training?
It was quite different. I finally learned how to project my voice and have more power to it. Previously, I would always concentrate on singing well as opposed to singing to the audience. Instead of singing while thinking, "I hope I can hit this note correctly, I hope I sound good while doing this", enka is more about concentrating on the lyrics and making the audience feel what you're feeling. I thought that was an important factor that I needed to incorporate for myself. But it still takes time to absorb it all and become more comfortable on stage. This being my fourth year as JERO, I think I've improved a lot every year and want to continue to do so by accepting new challenges and trying things that I haven't before.

You mentiоо being autheotic for the audience, but are some lyrics hard to relate to?
They are pretty hard to relate to, but there are parts of the songs that anyone can relate to. Because it's Japanese blues, there are many lyrics that are relative to a Japanese culture which extends over many periods of time. So there are a lot of songs that you can't relate to, but you can use your imagination. I think that's really important when singing these songs. You become the main character of the song, and again you want to make sure that the people listening can feel what you're feeling.

Would you want to write your own enka, say with more personally meaningful lyrics?
I don't have enough confidence in my Japanese to actually write enka songs, but I do want to compose melodies for them. I've listened to so much enka that I think I could do this.

How about bleoding enka and American musical genres like hip hop, jazz or Motowo?
I've done a few collaborations with artists in Japan, like a reggae artist I recently worked with. Enka is a traditional form of music, but to increase the amount of younger listeners I think fusion is important. My first single "Umiyuki" was a bit over the top you could say. But even though it was a bit different from enka's traditional sounds and melodies, its audience still bought the single and want to listen to it to this day, so I'm grateful for that.

Are there any artists yoo would ideally like to collaborate with who you haven't yet?
I would consider any artist willing to do some sort of collaboration with me, and would likely go through with it. I'm always interested in doing something new and different.

There are many Cbopsticks NY readers who want to visit Japan. Please share your favorite place(s) to visit in Japan or any other recommended Japanese experieoces.
I am a big fan of ramen, so that is what I would recommend. I just made this statement yesterday, telling someone that Japanese ramen can be compared to American pizza. There are so many small places that have really good pizza and in a way it's kind of an art, getting the dough right, getting the mixtures right, having the right toppings on it. Same thing with ramen, everyone has their favorite. People like their ramen a certain way just like everyone likes their pizza a certain way. I would definitely try out a bunch of different ramen shops in Japan to find out where the good ones are. Depending on whether you're going to Hokkaido or Fukuoka, there will be a new ramen style to try. My personal favorite is tonkotsu ramen (pork bone broth), but you can test them all out and see how different they taste. It beats the cup stuff for sure!

——Interview by *Stacy Smith*

JERO

Born in 1981 in Pittsburgh, Jerome Charles White Jr. (a.k.a. JERO) is the first African American enka singer in Japanese music history. He first visited Japan to compete for the Japanese Speech Award during his senior year in high school. While majoring in information technology at the University of Pittsburgh, he had a chance to study at Kansai Gaikokugo Daigaku (Kansai Gaidai University) in Osaka for three months. After graduating from the University of Pittsburgh in 2003, he moved to Japan and worked as an English teacher in Wakayama Prefecture. Later he started working in Osaka as a computer engineer and participated in singing competitions with the aim of becoming an enka singer. In 2005, he won and was scouted at a karaoke competition presented by the enka singer Fuyumi Sakamoto. His first single *Umiyuki* (Ocean Snow) was released in 2008, and it entered the Japanese pop chart top five. JERO went on to be named Best New Artist of 2008 at the 50th Annual Japan Record Awards. He was also invited to perform at the 2008 Kohaku Uta Gassen (New Year's Eve Spectacular), and he has seen continued success ever since.

JERO Official Website: http://jero.jp/pc/

All things new from stores, products, services to events

BEAUTY

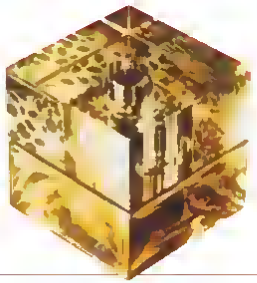
Worldwide Campaign That Celebrates Shiseido's140th Anniversary

Founded 140 years ago as the first Western-style pharmacy in Japan, Shiseido Cosmetics company celebrates it's anniversary by launching projects that define the brand's founding values. In homage of "omotenashi", the spirit of giving, Shiseido announced Project140, a year-long philanthropic initiative where company employees will volunteer their time to charitable organizations that align with the company values. With their Wishes for the World campaign, until the end of 2012, consumers have the opportunity to make a personal wish for the world on an online Cherry Blossom tree through Facebook and Twitter. For every 140 wishes made, Shiseido will plant a Cherry Blossom tree in collaboration with the New York Restoration Project.

Shiseido will also release limited edition products from September to December, such as the brand's first-ever cosmetic product, Eudermine Revitalizing Essence, offered in its original 19th century ruby-red packaging, Zen Secret Bloom, a reinterpretation of Master Perfumer, Michel Almairac's iconic scent packaged in traditional Japanese tea room-inspired designs, and Camellia Compact multi-color face powder created by artistic director, Dick Page to honor Shiseido's signature camellia flower design.

Consumers can expect the unveiling of additional new products in the upcoming months from Shiseido's global selection of skincare, makeup and fragrance.

On May 9 and for one day only, Shiseido launched a "Wishes for the World" pop up gallery to the public along with an interactive timeline of the company's 140 years of innovation.



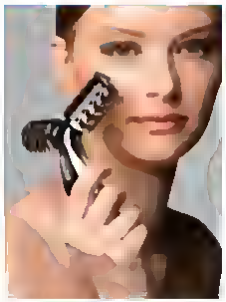
The limited edition of Zen Secret Bloom (left) will be available from September to December. With notes of jasmine freesia patchouli incense and black vanilla, this fragrance evokes modernity and mystery. Camellia Compact (top) will be available form October to December. These vivid colors can be used individually as blush or highlighter or blended for various effects.

Info: www.shiseido.com

BEAUTY

Total Body Treatment in One Handy Device

Japan's popular beauty item, ReFa PRO (platinum electronic roller) combines a complete spa treatment in one easy-to-use handy device. The microcurrent technology with low electrical current helps preserve healthy, beautiful skin that is tauter and shinier. Even beauty professionals are astonished that one little device can incorporate all the aesthetic benefits in an at-home hand-held system. Using a rolling method, it helps lift up saggy skin, get topical circulation and lymphatic draining over any area of the body from problem areas like the waist, underarms, hips, legs and jawline. Offering innovative technology, the platinum coated V shaped design replicates an aesthecian's hands for a gentle massage with octagon rollers that also provides powerful suction. Safe to use on bare skin daily, enjoy spa treatment at your convenience anywhere and anytime with this cordless, solar powered, waterproof electronic roller. ReFa PRO is exclusively imported by Toyota Tsusho America, Inc.



ReFa PRO can be used for face, decolleté and body care.

ReFa PRO was featured on a popular TV show *Extra* (NBC) on June 26.

With water-proof protection you can use the device while bathing.

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BOOK

Mystery Crime Novel Set in Feudal Japan

The Incense Game
By Laura Joh Rowland
Minotaur Books
www.minotaurbooks.com

Author Laura Joh Rowland takes readers on another historical adventure with her 16th Ichiro Sano mystery novel, *The Incense Game*. In the aftermath of the massive earthquake that hits Edo Japan, a powerful oobleman's daughters are discovered dead, not from the disaster but poisoned while playing the traditional anstocratic game of smelling incense called Kodo. Second-in-command to the shogun military dictator of Japan, chamberlain Ichiro along with his wife must solve the murder while the regime is on the brink of chaos.

Combining historical characters and thorough research, Rowland creates an evocative thriller set in feudal Japan. Having survived through Hurricane Katrina herself, Rowland tells a story of what could have happened before, during and after one of the worst natural disasters that occurred in 18th century Japan in this work of fiction.

Whether you're an avid follower of the series or a newcomer, join hero Ichiro Sano on this entertaining adventure and let Rowland's intriguing storytelling take you back to a distant place and time.

PRODUCT

World's Largest LED TV by Sharp

Now you never have to leave the comfort of your home for entertainment with the new 90" AQUOS LEO TV, the world's largest screen by Sharp. Known worldwide for unique electronics and a commitment to innovation and design, Sharp released this model at 4 feet tall, 6 feet 8 inches wide and less than 5 inches deep. It is also thin and light at 141 lbs and energy efficient. With LED technology, it provides the highest resolution available.

Equipped with AquoMotion 240 means that fast action movies and sports are no longer blurry, a great feature when watching quick camera movements. With 3DTV capabilities, Sharp throws in a pair of 3D glasses for movie lovers. It is also a Smart TV with built-in Wi-Fi and web browser equipped with Smart Central for direct access to apps and services like Netflix, YouTube, Hulu and Skype. Experience clear pictures and smart functionality like never before.

© Sharp

Info: www.sharpusa.com

PRODUCT

MIKI HOUSE Shoe Lineup Even More Robust

Japanese children's clothing, shoes and accessories manufacturer and retailer MIKI HOUSE, is known for high-quality products that are cute and functional. They command a premium price, but are well worth it for their durability, supreme quality, functionality and brand value. MIKI HOUSE's mission is that all children should smile, dream and grow up healthy. In an extension of this mission, MIKI HOUSE's U.S. subsidiary, MIKI HOUSE Americas, Inc. is adding new items to its lineup.

MIKI HOUSE has long provided shoes for infants and toddlers, but due to popular demand it will now offer bigger sizes for older children (Kids 9 through Youth 2.5). These two new models are based on different concepts: one emphasizes breathability and urbanity, and the other is a fashionable but comfortable shoe for both boys and girls.

The former is called the Breathing City Sneaker, and its breathability comes from the insole and a polyester mesh upper. The patent leather on top gives it a clean city look, and light reflectors on the toe and heel provide higher visibility. The latter is the Girl's Sneaker, which has a soft leather upper with patent leather to create a dressy look. Like all MIKI HOUSE shoes, the tips are turned up to prevent stumbling and ample toe room considers children's growth.

With their functionality and cool style these new models are sure to be a hit with young consumers. Their release in mid August is just in time for back to school shopping, so make sure to include MIKI HOUSE as one of your stops.

Breathing City Sneaker's polyester mesh upper and breathable insole help to prevent children's feet from getting sweaty. Light reflectors embedded on the toe and heel enhance visibility and safety.

Girl's Sneaker comes in the three color variations of black, light blue and white. All of them use pink as an accent color to add extra cuteness.

Info: www.mikihouse-usa.com

Hungry Girl's Secret Weapon

Tofu Shirataki

You'll fall in love with these gluten-free, low-calorie, low-carb noodles. Versatile, guilt-free, and delicious!

Whether you're craving a noodlicious Asian dish or a classic fettuccine meal, House Foods Tofu Shirataki is sure to satisfy your noodle needs. By mixing konjac yam flour with tofu, we've created an original noodle product that is gluten free, cholesterol free, low in carbs, and low in calories! In addition to being diet friendly, Tofu Shirataki is easy to prepare. And Hungry Girl's recipes make it even easier to enjoy your favorite noodle dishes, guilt-free, with Tofu Shirataki.

Low-Carb Solution!

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www.house-foods.com

ANNUAL TRAVEL ISSUE

JAPAN'S HOT SPRINGS (ONSEN)

There are no other people who enjoy onsen hot springs more than Japanese. Historically, Japanese people have always enjoyed onsen bathing and appreciated its benefits to mind and body. An overwhelming number and variety of onsen spots might make you wonder which one to visit. In this article, Chopsticks NY helps you narrow down which onsen area you would like to visit.

ENJOY JAPAN IN A DAY REGIONAL SPECIALTY SHOPS IN TOKYO

Japan consists of 47 prefectures and each of them has its own specialty products. Today, many local governments open their specialty shops in Tokyo to promote their products and their unique cultures. The specialty shops provide perfect opportunities for busy travelers to appreciate regional specialties in one day.

COOL JAPAN: WHAT "OMIYAGE" WOULD YOU BRING HOME?

Japan's Hot Springs (Onsen)

Today people can enjoy many unique Japanese products and cultural items in the U.S., such as Japanese food, manga and anime, hi-tech home electronics, gadgets, martial arts and the tea ceremony. However, you cannot enjoy the blessings of hot springs (onsen) until you visit Japan. Once you experience onsen in Japan, you will definitely fall in love with them. There are countless onsen areas spread throughout the nation and each has unique features in terms of spring water quality, location, accessibility, lodging, history and local foods served. It's hard to decide which onsen to visit from here in the U.S., so Chopsticks NY introduces tips for selecting onsen as well as some of the most popular onsen areas among the Japanese.

Tips for Choosing an Onsen Area

The first thing you should do is to narrow down the purpose of your onsen visit. Think carefully about whether you would like to go there just to experience Japanese onsen, if you want to explore the local culture as well, or if you expect to heal some of your specific physical problems. Most U.S. travelers fall into the first two categories.

In the first case, you should choose relatively big, commercially developed onsen areas that are also accessible from hub cities. Hakone Onsen and Atami Onsen are close to Tokyo. The former is located 60-90 minutes southwest of Tokyo by either bullet train (shinkansen) or regular train, and the latter takes about 50 minutes by shinkansen southwest from Tokyo (If you take the train, it takes about 2 hours). Arima Onsen is only about 60 minutes from Osaka by express bus or 60-70 minutes by train and bus. Because of this convenient proximity from the big cities, you can even do a one-day onsen trip.

The second case might be a little bit complicated because you have to think about other factors like what type of culture may interest you. If you are interested in tradition, you may want to visit UNESCO World Heritage site and onsen. "Sacred Sites and Pilgrimage Routes in the Kii Mountain Range" can be enjoyed with Yunomine Onsen, Kawayu Onsen and Wataze Onsen. After visiting "Shrines and Temples of Nikko," you can drop by Kinugawa Onsen. "Iwami Ginzan Silver Mine and Its Cultural Landscape" is in the same territory as Yunotsu Onsen.

Some onsen locations have appeared in classic novels. Dogo Onsen, in Ehime Prefecture, is featured in *Botchan* by Soseki Natsume. Yuzawa Onsen is at a ski resort in the main locale of *Yukiguni* (Snow Country) by Yasunari Kawabata, and in the Kawabata novella *Izu no Odoriko* (The Dancing Girl of Izu) the main characters travel across several onsen areas in the southern part of the Izu peninsula.

What type of views you prefer can also help you decide. Onsen in the middle of the woods and along side the ocean provide completely different atmospheres. Trees are believed to emit negative ions that purify the air, so you can enjoy shinrin yoku (forest bathing) to get extra relaxation from nature in the woods. Onsen areas beside the sea can offer vast ocean views and freshly caught seafood.

Hakone Onsen, introduced earlier, is located in the mountains, but it's also close enough to the ocean to be able to have fresh seafood. Izu Peninsula, also mentioned earlier, has both seaside onsen towns and mountainside ones, so if you have a few days for an onsen tour you can go onsen hopping.

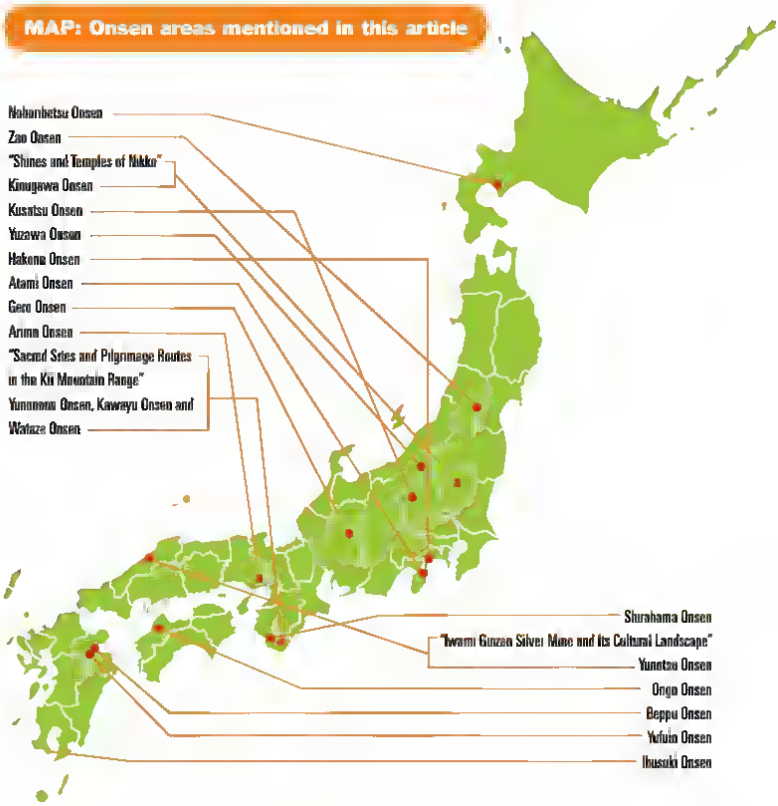
If you like skiing and snowboarding, Niseko on the island of Hokkaido, Zao in Yamagata Prefecture, Kusatsu in Gunma Prefecture and Yuzawa in Niigata Prefecture are popular destinations. Each onsen area has its own regional delicacies to attract visitors, and it's hard to tell which one is more notable than the other. However, during the winter the Japanese travel to areas from Toyama, Ishikawa and Fukui to the San-in region (Tottori, Shimane and Yamaguchi Prefectures) to enjoy locally harvested crabs along with onsen.

It might not be easy access from hub cities but extremely popular onsen areas among the Japanese include Noboribetsu Onsen in Hokkaido, Gero Onsen in Gifu Prefecture, Shirahama Onsen in Wakayama Prefecture, Beppu Onsen and Yufuin Onsen in Oita Prefecture and Ibusuki Onsen in Kagoshima Prefecture.

The Japan National Tourism Organization lists notable onsen spots on their website in English www.jnto.go.jp/eng/attractions/rest/onsen/onsen_p1.html

How to Enjoy Onsen Bathing Even More

When in Rome, do as the Romans do. There are some manners and tips for when you soak in onsen. First of all, no matter how big an onsen bath tub is, it must be shared with other people, so you should wash your body before bathing. You might want to soak as much as you can in order to get the most benefits from the onsen, but that's actually a dangerous idea. Here are some general rules. If the water temperature is lukewarm you can be in the onsen for 10 minutes, but if you feel like the temperature is hot you should reduce your bathing time to 5 minutes. Soaking in onsen is extremely energy consuming, and there is the possibility of passing out. Taking rests while bathing is very important. Also, bathing only 1 time is recommended the first day you arrive at the onsen. From the second day on, you can increase the amount of times you bathe little by little, but do not exceed 4 times a day.



Feel Like You're At The Onsen At Home!

Tenugui

You can use regular towels at onsen but tenugui are commonly used. This is a thin, rectangular, plain-weaved cotton cloth traditionally used as a hand towel in Japan. Wet and squeeze a tenugui, fold it into 5 by 8 inches and put it on your head while bathing at home. It won't give you any special effect, but it will make you feel as if you were bathing in a Japanese onsen. Today the usage of tenugui has expanded to wrapping cloths, scarves and home decorations. You can find it at Japanese gift shops like Kiteya and Kinokuniya Bookstore, as well as the tenugui specialty online shop www.wuhao.com

Hinoki Aroma Bath Soak

Hinoki is a kind of wood that's traditionally used for making onsen items including bath tubs, mats, buckets, and chairs. Hinoki's natural smell is so soothing. This Hinoki Aroma Bath Soak is infused with hinoki and natural palm oil, and it offers a therapeutic and relaxing touch to your day. Available at Jmarket.com

Onsen Bath Bucket

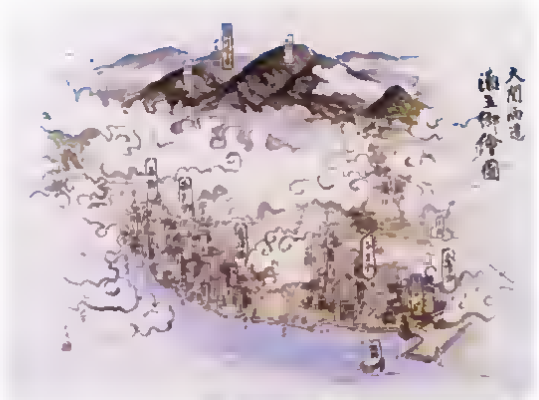
These Japanese handcrafted buckets are modeled after the bath buckets that have been long used at onsen and in Japanese households to pour water over one's body while bathing. Made of hinoki wood, it gives off a relaxing, natural aroma. Available at Jmarket.com

Onsen Bath Salt "Tabi no Yado"

There are several onsen bath salts available, but this Tabi no Yado Hot Springs series is a long time seller. It comes in an assortment pack of bath salts, with each mimicing the aroma of famous onsens in Japan. Not only are these aromas enchanting, but they are also therapeutically beneficial. Available online and at Japanese grocery stores.

ADVERTISEMENT

Nada, the Kingdom of Sake
Yamada Nishiki, the King of Sake Rice



THE BIRTHPLACE OF THE KING OF SAKE RICE

Among about 80 varieties of sake brewing rice, without a doubt the most esteemed one is Yamada Nishiki. Invented in the 1920s in Hyogo Prefecture, this king of sake rice is inseparable from the reputation of Nada, a section of the prefecture and the nation's top sake producing region.

The Nada section of Hyogo Prefecture is traditionally acknowledged as the nation's top sake producing region. It is a small area facing the ocean, with the Rokko Mountains towering over it. This unique geographical feature contributes to the exceptionally high quality of sake produced in Nada. Even before modern technology enabled higher rice milling rates, brewers in Nada used highly milled rice thanks to the waterwheel milling system which employed rapid streams running through the Rokko Mountains, enabling them to brew quality sake that is clean with no unwanted flavor. Also, the pure water from the Rokko Mountains, which are composed of granite, runs down through stratum of Nada permeated with shells and ocean components and gains an optimal amount of minerals to brew sake. Especially with Miyamizu water discovered around 1840 in the very small area of Nishinomiya, the quality of Nada sake drastically improved.

The high quality rice provided by Tamba and Banshu, areas situated northwest of Nada, supports the quality of Nada sake. It has enabled breweries in the region to rise to a prominent position, producing about 30% of all sake made in Japan. On the other hand, demanding requests from brewers have encouraged the development of superior rice farming ability. In Tamba and Banshu, farming villages and brewers maintain a system that consists of a type of exclusive contract for providing and purchasing sake rice. For the village, this gives a sense of security knowing that there is always a buyer for the rice. However, if they fail to consistently provide high quality rice, the village's rating would decrease and the price would go down accordingly. The more serious impact would be retraction of the contract. As a result, the brewers and the rice farmers in the regions have not only cooperated with each other, but also inspired and encouraged each other to improve the quality of sake rice and sake. The Yamada Nishiki variety was invented from such a culture.

THE FARMERS' EFFORTS AND LOCAL CLIMATE

Yamada Nishiki rice has a large grain size and distinctive white core that contains an abundance of starch, which makes it ideal for creating koji mold. The sake made from Yamada Nishiki is characterized as refined yet complex, and is known to increase its depth of flavor during the aging process. This is why master brewers nationwide seek Yamada Nishiki and yearn to use it to brew their signature sake for competition entries.

Though Yamada Nishiki rice has many optimal features for brewing sake, it is not easy to cultivate. The grains are over 25% larger in size than standard varieties, and moreover, Yamada Nishiki grows the tallest of any other rice crop. This means that farmers must make special efforts to ensure that the stalks and roots are strong enough so that the rice doesn't topple over while the large and heavy rice grains are raised to maturity.

The unique climate and soil of the area is also essential to grow outstanding Yamada Nishiki. Although it is farmed outside Hyogo today, Hyogo produces 80% of the Yamada Nishiki rice grown in Japan.

The size comparison between Yamada Nishiki rice (top row) and standard sake rice (bottom row).

TOKUBETSU JUNMAI SAKE BREWED WITH TAMBA STYLE TECHNIQUE

The Tamba region not only produces excellent Yamada Nishiki, but also is the birthplace of the Tamba style sake brewing technique. Known as one of the three best sake brewing styles, brewmasters utilizing the Tamba style are highly skilled and have a solid foundation of knowledge, enabling them to establish the foundation of Nada sake. Tamba style brewmaster in Ozeki Brewery, esteemed sake producer in Nada, crafts Tokubetsu Junmai Sake "Yamada Nishiki", using Yamada Nishiki rice and taking full advantage of its unique features.

Tokubetsu Junmai Sake "Yamada Nishiki" boasts a rich, savory, full bodied flavor. When you sip it, the well-rounded depth of flavor expands to fill your mouth. The brewer of the sake is particular about its acidity, and sets the alcohol content at 14% in order not to kill this acidity. "Acidity must be felt cleanly in the mouth. It can be better described as round acidity rather than stimulating acidity," says Mr. Odawara, brewmaster of Tokubetsu Junmai Sake "Yamada Nishiki". Drink it chilled, at room temperature or warm and appreciate the magnificent balance of umami and acidity.

Tokubetsu Junmai Sake "Yamada Nishiki" offered by Ozeki Brewery is a lush full-bodied sake that boasts fruity and floral flavors and a hint of rice. Its dry finish wonderfully complements rich meals.

Ozeki Sake (U.S.A.), Inc.
249 Hillcrest Rd.
Hollister, CA 95023
TEL: 831-637-9217

ADVERTISEMENT

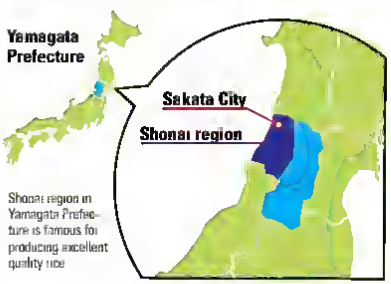
A New Twist on Traditional Sake From Yamagata

For over 180 years, TATENOKAWA, Inc. has crafted sake locally in the Shonai plain, Yamagata Prefecture. The home of the brewery is famous for being a rice producing region, and naturally TATENOKAWA sakes feature the flavor that makes you appreciate rice. Already creating a buzz in the sake market in the U.S., a series of sakes from the brewery finally become available in New York.

Brewing with the Locals

Located in the northern part of Japan and facing the Sea of Japan, Yamagata Prefecture's Shonai region, well known for producing rice, is surrounded by the snow-capped mountains, Mount Chokaisan to the north and Mount Gassan to the south. In 1832, about 180 years ago, a vassal of the Uesugi clan visited the region and was surprised by the excellent quality of the water in the area. He recommended that the local people start brewing sake. This was the very beginning of TATENOKAWA, Inc., which seized the opportunity to use their rich natural resources to brew sake.

TATENOKAWA takes full advantage of the abundant local agriculture, currently obtaining about 80% of their sake rice from local contract farmers. Among several rice varieties, Dewa Sansan was developed in Yamagata, and is known for producing mild and easy-to-drink sake. Two of the four TATENOKAWA sakes that are coming to the U.S. derive their flavor from this variety. In addition to producing rice, Yamagata is famous for growing high quality fruits such as cherries and peaches. TATENOKWA utilizes these local fruits in their line of fruit liqueurs. Supporting local agriculture as they brew their sake, their success contributes to the economic vitality of the region.



Shonai region in Yamagata Prefecture is famous for producing excellent quality rice

TATENOKAWA Sake's arrival in the U.S.

Four types of sake from the brewery are coming to the U.S. TATENOKAWA 18 Nakadori Junmai Daiginjo, made from the highest grade sake rice, "Yamadanishiki" with an 18% milling rate, one of the highest in Japan, boasts a mild flavor with a splendid balance between aroma, sweetness, soumess and a round finish. TATENOKAWA 33 Junmai Daiginjo and TATENOKAWA 50 Junmai Daiginjo both use local Yamagata rice Dewa Sansan, with 33% and 50% milling rate respectively. They are refined sakes, that pair perfectly with sashimi or mountain vegetables. TATENDKAWA Junmai Daiginjo Nigori Nama Dakuryu is an unfiltered and unpasteurized seasonal sake which uses Yamadanishiki. As the fermentation is still ongoing inside the bottle, you can enjoy a refreshing sparkling sensation. Mr. Junpei Sato, the 6th generation president, suggests, "This sake is better to drink on its own rather than pairing with food." TATENOKAWA 33 and 50 are already available and TATENOKAWA 18 and Nigori will soon be available in the U.S.

With solid vision and a positive mind, Mr. Junpei Sato has been at the helm of TATENOKAWA for 10 years. 2012 is a milestone year for TATENOKAWA as they embark on the voyage of bringing its business overseas.

TATENOKAWA, Inc.
27 Yamadate, Sakata-shi
Yamagata, JAPAN 999-6724
contact@tatenokawa.jp
www.tatenokawa.jp

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www.nymtc.com

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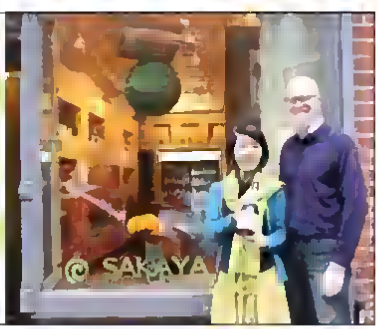


ENJOY JAPAN IN A DAY!

Japan consists of 47 prefectures (similar to states in the U.S.), and the unique regional features of each prefecture are expressed in its food, products, crafts, dialect, and the personality and tastes of its people. The distinctive nature of each prefecture results from varying geographical features, local climates and historical backgrounds. To promote such local specialties and to share a region's unique culture with the rest of the nation, each local government opens its prefecture specialty shop in Tokyo. For busy travelers with limited time, these shops provide perfect opportunities to appreciate regional specialties in one day. Here is a list of the shops in Tokyo with maps of the Ginza and Tokyo Station areas.

PREFECTURE SPECIALTY SHOPS IN TOKYO

Hokkaido Dosanko Plaza 7
2-10-1 Yurakucho, Chiyoda-ku
TEL. 03-5224-3800
www.dosanko-plaza.jp/shop/index.html

Hokkaido Fondist 16
2-2-1 Yaesu, Chuo-ku
TEL. 03-3275-0770 / www.foodist.co.jp

Aomori Hokusai-Kan
2-3-11 Fujimi-cho, Chiyoda-ku
TEL. 03-3237-8371
www.hokusaikan.com
www.umai-aomori.jp/buy/antenashop/antenashop.phtml

Aomori Prefecture Tokusaehio Center 14
1-3-9 Shintomi, Chuo-ku
TEL. 03-5540-7311
www.aomori-shop.com

Iwate Ginga Plaza 13
5-15-1 Ginza, Chuo-ku
TEL. 03-3524-8282
www.iwate-ginpla.net

Akita Furusato-Kan 7
2-10-1 Yurakucho, Chiyoda-ku
TEL. 03-3214-2670
www.a-bussan.jp

Akita Bisai-Kan
4-10-8 Takanawa, Minato-ku
TEL. 03-5447-4010
www.akita-bisaikan.jp

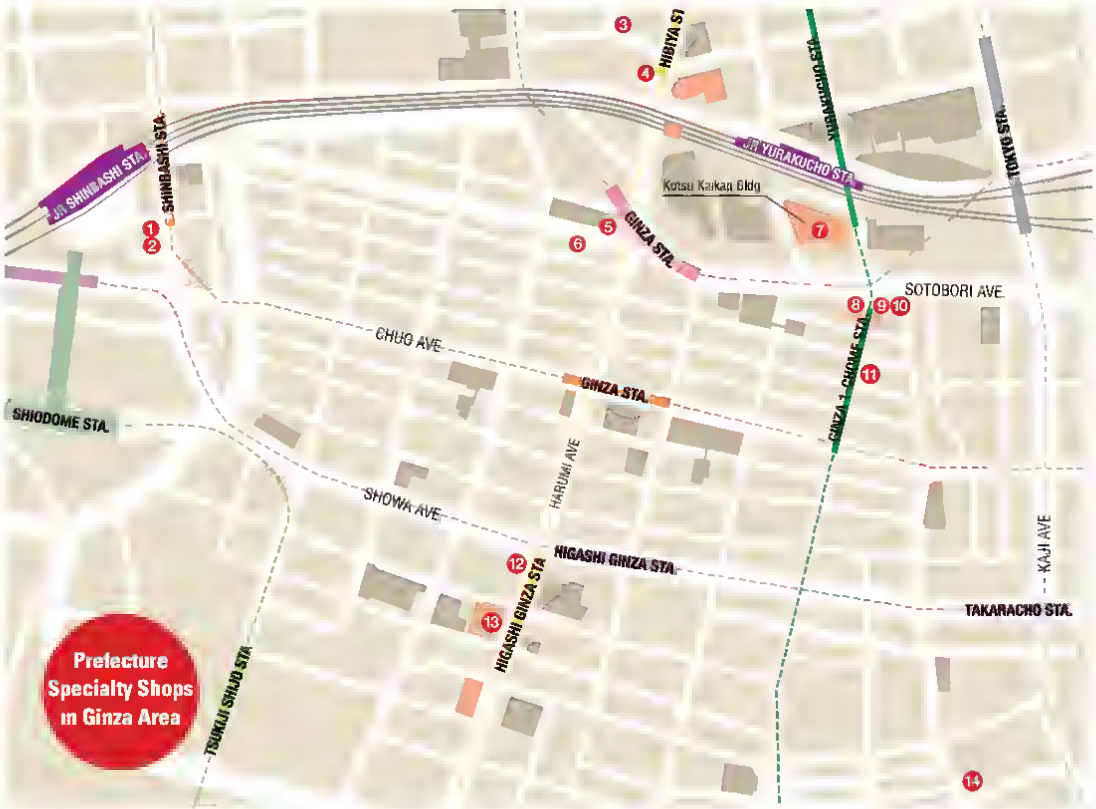
Miyagi Furusato Plaza "COCO MIYAGI"
1-2-2 Higashi Ikebukuro, Toshima-ku
TEL. 03-5956-3511
www.cocomiyagi.jp

Oishii Yamagata Plaza 11
1-5-10 Ginza, Chuo-ku
TEL. 03-5250-1750
www.oishii-yamagata.jp

Fukushima Prefecture Yaesu Kanko Koryu-Kan 15
2-6-21 Yaesu, Chuo-ku
TEL. 03-3275-0855
www.tif.ne.jp/jp/sp/yaesu

Fukushima Ichibo
9-3-3 Higashi-Kasai, Edogawa-ku
TEL. 03-5659-2762
www.tif.ne.jp/bussan/fukushima

Kumoi Marche "Ibaraki Noas" 5
5-2-1 Ginza, Chuo-ku
TEL. 03-6280-6368
www.ibarakishop.com/marcha.html



Gunma Sogo Information Center 12
5-13-19 Ginza, Chuo-ku
TEL. 03-3546-8511
www.kikaku.pref.gunma.jp/g-info

Saitama Antenna Shop
1-13-12 Nishi Shinjuku, Shinjuku-ku
TEL. 03-5909-2298
www.sannokuni-kanko.jp/index.php?page_id=113

Tokyu Ai Land
1-12-2 Kaigan, Minato-ku
TEL. 03-5472-6559
http://www.tokyoislands-net.jp/shop/index.html

Fuji no Kuni Yamanoshi Kan 18
2-3-4 Nihonbashi, Chuo-ku
TEL. 03-3241-3776
www.yamanashi-kankou.jp/tokyo/

Omotesando Niigata Kan N'ESPACE
4-11-7 Jingumae, Shibuya-ku
TEL. 03-5771-7711
www.nico.or.jp/nespace

Nihonbashi Niigata Kan 21
1-6-5 Nihonbashi Muromachi, Chuo-ku
TEL. 03-6214-1612
http://www.nico.or.jp/nihombashi/

Kaga, Noto, Kanazawa Edo Honten 3
1-6-2 Yurakucho, Chiyoda-ku
TEL. 03-3500-3883
www.kaga-noto-kanazawa.jp

Nagano Prefecture Sightseeing Information Center 7
2-10-1 Yurakucho, Chiyoda-ku
TEL. 03-3214-5651
http://www.pref.nagano.lg.jp/kanko/t-kanko/index.htm

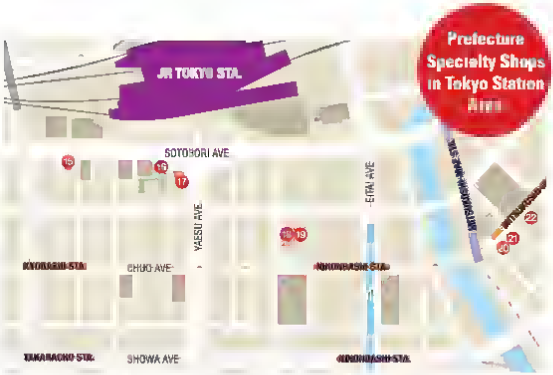
Ihu Iki Toyama Kan 7
2-10-1 Yurakucho, Chiyoda-ku
TEL. 03-3213-1244
www.toyamakan.jp

Fukui Minami Aoyama 291
5-4-41 Minami-Aoyama, Minato-ku
TEL. 03-5778-0291
http://fukui291ma.jp

Shizuoka Plaza 7
2-10-1 Yurakucho, Chiyoda-ku
TEL. 03-3213-4831
www.hellonavi.jp

Yume Plaza Shiga 7
2-10-1 Yurakucho, Chiyoda-ku
TEL. 03-5220-0231
www.biwako-visitors.jp/center

Kyoto Kan 17
2-1-1 Yaesu, Chuo-ku
TEL. 03-5204-2260 / www.kyotokan.jp



Osaka Hyakkaten 7
2-10-1 Yurakucho, Chiyoda-ku
TEL. 03-5220-1333
http://www.osaka-hyakkaten.jp/

Naru Mohoroba-Kan 20
1-6-2 Nihonbashi-Muromachi, Chuo-ku
TEL. 03-3516-3931 / www.mahoroba-kan.jp

Hyogo Waku Waku Kan 7
2-10-1 Yurakucho, Chiyoda-ku
TEL. 03-6273-4133 / hyogo-kenjinkai.jp

Wakayama Kishu-Kan 7
2-10-1 Yurakucho, Chiyoda-ku
TEL. 03-3216-8000 / www.kishukan.com

Shoku no Miyako Tottori Plaza 2
2-19-1 Shibadshi, Minato-ku
TEL. 03-5537-0575
http://www.pref.tottori.lg.jp/plaza/

Nihonbashi Shimane Kan 22
1-5-3 Nihonbashi-Muromachi, Chuo-ku
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2-3-4 Nihonbashi Chuo-ku
TEL. 03-3231-1663 / www.oidemase-t.jp

Tokushima Antenna Shop "Nattokushima"
3-11-15 Toranomon, Minato-ku
http://ziaiplaza.blog44fc2.com

Kagawa/Ehime Setouchi Shunsai-Kan 1
2-19-10 Shinbashi, Minato-ku
TEL. 03-3574-7792
www.setouchi-shunsaikan.com

Tokushima and Kagawa Tomami ichiba 7
2-10-1 Yurakucho Chiyoda-ku
TEL. 03-6269-9688
http://www.tomomy-ichiba.com/

Marugotu Kochi 10
1-8-13 Ginza, Chuo-ku
TEL. 03-3538-4367 / www.marugotokochi.com

Kochiya
2-25-7 Kichijoji-Honcho Musashino-shi
TEL. 0422-23-7450
www.fusing.jp/antennashop/

Kochi Market
4-10-5 Tsukiji, Chuo-ku
TEL. 03-5565-1295 / www.kouchi-market.com

The Hakata 7
2-10-1 Yurakucho Chiyoda-ku
TEL. 03-6237-4468

Ginza Kamamoto Kas 6
5-3-16 Ginza, Chuo-ku
TEL. 03-3572-1147
www.kumamotokan.or.jp

Nagasaki Gyoreo Tokyo Chokubei-jo
4-16-2 Tsukiji, Chuo-ku
TEL. 03-5550-8161
www.jf-net.ne.jp/nsgyoren/tokyo/

Zarai Oita (Restaurant) 8
2-2-2 Ginza, 8th Fl., Chuo-ku
TEL. 03-3563-0322 / www.zarai.jp

Shinjuku Miyazaki Kan "KONNE"
2-2-1 Yoyogi, Shibuya-ku
TEL. 03-5333-7764 / www.konne.jp

Kagoshima Yuraku-Kan 4
1-6-4 Yurakucho, Chiyoda-ku
TEL. 03-3506-9177
www.pref.kagoshima.jp/yurakukan

Ginza Washita Shop 9
1-3-9 Ginza, Chuo-ku
TEL. 03-3535-6991
www.washita.co.jp

*The information displayed here is current as of July 15 2012.

"Nomono Shop" in Ueno Station Features Northern Territory Specialties

Traditionally used and seen as the primary terminus for trains arriving from and departing to northern Japan, Ueno Station is known for its momentous role in history. Although its role has waned today, the station became the hot spot it was before with the newly opened Nomono Shop. It features specialties from Tohoku region (Aomori, Iwate, Akita, Miyagi, Yamagata and Fukushima Prefectures) and Hokkaido, showcasing locally grown, produced and hand made merchandise, including food, sweets, sake, and everyday items. The shop holds storefront events, highlighting one region for a few weeks. Just as an example, Nomono has featured goods from Hokkaido such as Kani Zanmai Ramen (ramen with crab base soup), Ikamashi (simmered squid stuffed with sticky rice), and Jaga Buta (potato dumplings stuffed with pork). Following the Hokkaido event will be Fukushima, which will last from July 25th to August 21st.

Location: JR Ueno Station
1st Floor, Main Gate Grand Concourse
www.jreast.co.jp/nomono/

Ueno Station has long played the role of a gateway to Tohoku and Hokkaido, northern territories in Japan

JAPAN SUMMER MANGA TOUR

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Visit the Ghibli Museum, enjoy a private tour of a working anime studio, guided tours of Tokyo – the world's busiest, widest and wackiest city, visit Akihabara and Nakano Broadway – an otaku paradise of anime, manga and electronic goods stores & nights hotel accommodation & Japanese breakfast daily, services of a knowledgeable bilingual Japan Journeys guide throughout, lots of FUN, ADVENTURE & LAUGHS!!

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What "Omiyage" Would You Bring Home?

Exciting trips sometimes make travelers forget about buying souvenirs. Or even though they are on the lookout for souvenirs it is not always easy to find appropriate ones that are not too heavy not too bulky affordable, fun and memorable. Japan offers a lot of omiyage (souvenirs) that are unique enough to impress your family and friends, such as traditional crafts, kawaii items, hi-tech electronics, geeky gadgets and many more.

Shaped as food, animals, and even school supplies, Omoshiro Keshigomu erasers can be pulled apart for use or used as decoration.

IWAKO, INC.
www.iwako.com (Japanese only)

Where you should go for omiyage depends on what you would like to buy. If you want to purchase the newest computers and gadgets, Akihabara would be the area. If you are looking for kawaii items and up-to-date young fashions, Harajuku would be perfect. For those who are inclined more towards traditional things, go downtown to areas such as Asakusa and Ueno. Prefecture specialty shops (introduced on page 12-14) are convenient for finding something original as well. Some examples of what they offer are Binchotan charwood for plastic water bottles from Wakayama, Kishu-kan (map ❼), Okinawan glass at the Ginza Washita shop (map ❽), and a gold gilt letter box from Kaga, Noto, Kanazawa Edo Honten (map ❾).

© Daisuke Moriya

Voted as the most luxurious item in the 2012 Charming Japanese Souvenir Contest, Kamata Kiriko Pair of Cut Glass Tumblers gives off a uniquely fusion modernity. Tokyo's traditional Edo-kiriko (cut glass) technique is used to apply beautiful designs onto the glasses, giving them a uniquely Japanese imprint.

Furnet Corp.
www.glassfurnet.co.jp (Japanese)
www.kamatakiriko.com (English)

For busy travelers who don't have enough time to browse here and there, the results of the "Miryoku aru Nihon no Omiyage Contest" (the Charming Japanese Souvenir Contest) might be helpful. Held annually since 2005 by the Japan Tourism Agency (JTA), an extra-ministerial bureau of the Ministry of Land, Infrastructure, Transport and Tourism, the contest aims to introduce Japanese appeal to the world through omiyage, to contribute to the promotion of local tourism and regional brands, and to ultimately invite more overseas visitors to Japan. Judges selected from countries that have large populations of tourists who go to Japan examine the products entered each year.

When glancing at these matching Arita-yaki ceramic cups, one may assume them to be just some elegantly designed sake cups. However, when flipped over so that the rim of the cup is facing down, the illusion appears.

Kinshodo Corp.
http://www.arita.gr.jp/kinshodo/index.html (Japanese only)

In 2012, 22 products received prizes in four categories, and the grand prize went to Uchiwa—serving plates. These were the Four Seasons, a set of small gold gilt plates in the shape of an uchiwa fan with seasonal patterns. Some other products receiving prizes included Omoshiro Keshigomu (erasers in the shapes of varieties of objects) Beckoning Cat and Daruma Doll Set, Tatami-Pad iPhone Cover, and Kamata Kiriko Pair of Cut Glass Tumblers. Other notable products from previous years' contests were Mount Fuji Sake Cup pair, matching Arita-yaki ceramic sake cups reminiscent of the mighty Mount Fuji, and Sushi-Shaped magnets.

The JTA website provides a list of all prize recipients since 2005 (in English from 2007), and a souvenir shop called Sakura located in Terminal 1 of Narita Airport carries the award-winning products from the 2012 contest. If you're planning a visit to Japan, it's recommended that you do your research in advance in order to make your omiyage shopping more effective.

Info: Japan Tourism Organization
http://www.mlit.go.jp/kankocho/en/shoseki/tokusui/omiyage.html

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JAPAN POP QUIZ

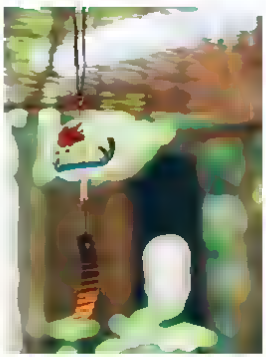
What is the name of the highest mountain in Japan?

1. Mt. Asama
2. Mt. Fuji
3. The Japan Alps
4. Mt. Aso

Beat the Heat with 5 Senses

This year the recurrent heatwave has mercilessly attacked the whole nation and is making people suffer. Turning on the AC or an electric fan is an easy solution, but that's not the only way. Let's take a look at some eco-friendly ideas that Japanese people have traditionally employed for beating the heat. The key concept of these ideas is to use the five senses of hearing, sight, smell, taste, and touch

Sounds and Looks



The sound of wind chimes is a typical summer noise that makes people feel cool. Japanese wind chimes are usually made of glass, ceramic or iron and they give a high-pitched clinking noise every time the wind blows. The glass type is most popular because its transparent look enhances the feeling of being cool. In the same way, a glass filled with a cold drink and ice is good for amusing both the eyes and ears. Every time people stir the drink, the clinking noise soothes them. If the drink is sparkling, it's more effective thanks to its hissing sound.

The choice of glass also matters. A cut glass reflects light nicely so as to increase the cool effect, and a Japanese traditional cut glass called "kiriko" is very much favored during the summer. Frosted glass is often used not only for serving drinks, but cold noodles and appetizers as well. Like frosted glass, translucent materials are used more often for feeling cool than transparent ones. Bamboo blinds and reed screens can be shades, but at the same time the little light that comes through such blinds and screens creates a comfortable feeling like soft sunlight through the trees.

Japanese people know that just watching water would help them keep cool. Some traditional Japanese gardens have a comforting device called "shishio-

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This patented All Koji plum sake is no sugar added, but is naturally sweetened from the koji rice. Best served chilled, on-the-rock or with soda during the summer. The pleasant sweetness and sour edge promise to soothe your palate. Great for a summer pick-me-up

南部美人

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Ninohe-shi, Iwate JAPAN 028-6101

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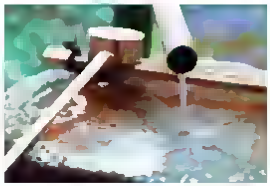
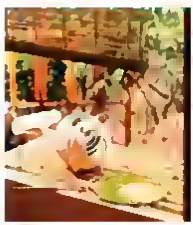
TEL 201-933-9555

For more information > www.nanbubijin.co.jp/english

doshi," which uses running water and makes a unique noise. Also, there is a custom called "uchimizu". It's literally translated as "beating water," but the actual meaning is "watering garden." It is not only effective in the way it makes the garden look cool, but the evaporated water also actually reduces the temperature a little. As our lifestyles have modernized uchimizu has become obsolete, but it's been rediscovered in today's energy-conscious Japanese society.



Smell of Incense



Generally, mint and citrus scents are thought to have a cooling effect. Japanese people find the scent of incense healing and cooling as well. It's related to a tradition that most Japanese observe during the summer. They hold a memorial service for their ancestors' spirits during the o-bon period and always burn incense for the ceremony. Also, it cannot be separated from the smell of mosquito repellent incense, which each household burns every summer night.

Foods to Cool and Energize the Body

It's well known that Asian people highly regard the relationship between food and health. They know which food items cool body temperature and incorporate this knowledge into their diet. Ingredients that are known to reduce body temperature include watermelon, cucumber, wax guard, tomato, eggplant, corn, melon, banana and pineapple. In addition to incorporating such ingredients, the Japanese crafted appetizing dishes for this hot season during which some people lose their appetite. Tokoroten is a cold, noodle-shaped agar eaten with vinegar sauce and karashi (Japanese mustard). The subtle kick from the vinegar and karashi helps to stimulate the appetite, but its smooth and slick texture in the mouth are what make it a favorite summer dish in Japan. Its crystal clear appearance is soothing for the eyes as well. Somen, a vermicelli-like thin wheat noodle, is also a summer dish. Like tokoroten, somen also has a slick texture that makes people slurp it easily. Not only that, somen is super thin so people can eat it without biting too much. The Japanese can eat somen even when they have no appetite at all.

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Refresh yourself with a glass of iced tea during the summer. You can find a variety of flavors from all over the world. A perfect way to cool you off.
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(bet. Hudson & Bleecker St.)
New York, NY 10014
www.mcnultys.com
TEL. 212-242-5351

Let's Beat the Summer Heat with Wagyu Tartare at WASAN!
Wagyu refers to breeds of Japanese cattle predisposed to extensive marbling and high percentage of unsaturated fat, which can be bred to produce Kobe style beef. This high quality meat is prized for its tenderness, juiciness and melt-in-your-mouth texture. WASAN serves Wagyu in various dishes highlighting each facet to best enjoy its taste profile.
Enjoy the best part of fresh wagyu beef, "bottom round". It comes with shiso, red onion, quail's egg, spicy sauce and rice crust on the side.
Wagyu Tartar $16
和參
108 E. 4th St., (bet. 1st & 2nd Ave.) TEL: 2[illegible]777-1978 wawasan-ny.com

Another summer favorite for Japanese people is charbroiled unagi (eel). Japanese people customarily eat this dish during the hottest weeks of the summer, called "Doyo no Ushi" in order to get energized. Eel itself is nutritious as it's rich in Vitamins D and A, and in addition, the smoky and scrumptious smell of the charbroiled variety is energy boosting.

Japanese summer sweets are translucent and glossy, have a jelly-like, smooth texture, and melt in your mouth. They are called "mizu-gashi," literally translated as "water sweets," and often served on glass plates. Mizu-gashi make people appreciate the cool feeling given to their eyes, palates and taste buds. Green tea is usually paired with Japanese sweets, but during the summer, cold mugi-cha (barley tea) is well-liked among the Japanese. It's caffeine-free tea known for reducing body temperature.

CHILL-INDUCING STORIES

It has nothing to do with the 5 senses, but Japanese people like to chill out with ghost stories during the summer. Like the Halloween season in the U.S., in Japan summer is traditionally the season for chilly stories and events. "Kimodameshi" is a popular summer night scary event that tests courage by walking through abandoned houses, forests, and graveyards. This is largely related to the o-bon ceremony in mid-summer, during which people celebrate the visit of their ancestors' spirits. People burn fires to welcome back the spirits on the first day of the o-bon period, and they burn bonfires to bid them farewell on the last day. It is believed that during o-bon, the spirits of the deceased are everywhere in Japan. There is no more perfect time to share ghost stories and chill out.

Horror story printed on toilet paper will chill you even in the bathroom. The story DROP was written by world renowned Koji Suzuki (Ring, Dark Water) especially for this toilet paper, and recently the English version is now available for purchase online.

Info: Hayashi Paper Co., Ltd
www.hayashi-paper.com
order@hanbix.com / TEL: +81-545-29-2900

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Real Deal at Sushi Lounge

St. Mark's Place in the East Village has always played a key role in the food scene in New York, offering newfangled restaurants and cafés with an interesting ethnic mix. The most important considerations on this street, however, are taste and price. *Sushi Lounge*, located on the corner of Avenue A and St. Mark's Place, presents irresistible Japanese dishes—including sushi and ramen—at incredibly reasonable prices.

Among Sushi Lounge's many offerings, sushi rolls— especially the more than 20 "*New York POP Creation*" *rolls*—are always bestsellers. From the somewhat conventional *Dragon*, *Spider*, and *Philadelphia rolls* to Sushi Lounge's original *Titanic*, *Lounge*, and *Love Eel rolls* to non-seafood rolls such as *Nuts Miso Chicken*, there is something for everyone. But what makes you grin is the price. All sushi is 50% off all day (with a minimum $16 order per person). Considering the average price of a New York POP Creation roll is $9.75 and that of a traditional roll (known on the menu as a "Tokyo Standard" roll) is $5.50, you can easily order two or three rolls, which will fill you up with no problem.

In addition to this great sushi deal, Sushi Lounge also has a happy hour from 10 pm until closing during which *Kirin Ichiban* beer and selected Japanese cocktails are 50% off. A variety of ramen choices are also available at amazing prices. Whether you come alone or have a big party, only Sushi Lounge can please both your taste buds and budget.

Sushi Lounge
132 St. Mark's Pl
(at Avenue A)
New York, NY 10009
TEL. 212-598-1188
www.sushiloungenyc.com

(Sister restaurant)
Noodle Café Zen
31 St. Mark's Pl. (bet. 2nd & 3rd Aves.)
New York, NY 10003 TEL. 212-533-6855 www.zensushinyc.com

TOP 5 Rolls at Sushi Lounge

Titanic
Spicy tuna with salmon and avocado outside, $9.75

Three very different yet compatible ingredients create an amazing harmony in your mouth. Enjoy the medley of flavors and textures of the creamy and mild avocado, rich and fatty salmon, and spicy and chunky tuna.

Spicy Dragon Roll
BBQ eel, cucumber, and mayonnaise with avocado outside $11.25

Topped with Sushi Lounge's original thick sauce featuring kochujan, this hot version of the traditional Dragon Roll presents an amazing balance of spiciness, nuttiness, and a touch of sweetness.

Lounge Roll
Shrimp tempura, avocado, cucumber and mayonnaise with fish roe outside, $9.75

The crispy texture of tempura and subtle flavors of shrimp, avocado, and cucumber are elegantly wrapped in mayo in Sushi Lounge's signature roll. Fish roe gives the roll kick in both flavor and color, making it more enticing.

Spicy Tuna Roll
Spicy tuna rolled in a traditional style $5.50

What makes Sushi Lounge's Spicy Tuna Roll stand out is the generous amount of tuna filling. Mixed with spices and fresh ingredients like scallions and ginger, the filling has a unique spiciness that attacks you gradually, not with a sudden blow.

Love Eel
Crab stick, asparagus, and avocado with eel outside $10.75

The hearty and nutty flavor of grilled eel and its accompanying sauce is always appetizing. The eel wraps around the refreshing and lighter ingredients, creating an interesting balance. This is a roll for those who are not fans of raw fish.

Summer SAKE Promotion
(Valid thru Sept. 30)

In addition to their unbeatable discount offers, Sushi Lounge is serving three kinds of sake at incredible prices.

(300 ml)
$12→$7.50
This premium junmai ginjo style sake has a silky smooth texture and fruity flavor due to a slow and long fermentation process. It's good on its own and great with sushi and lightly seasoned dishes.

(500 ml)
$32→$20
With only 7% alcohol content, this refreshing, sparkling sake can still be enjoyed by those who normally don't drink sake. It has a sweet flavor with a touch of peach and a pleasant bubbling sensation. It's perfect as an aperitif and dessert sake.

(300 ml)
$18→$9.50
Made from highly polished Sacramento Valley rice, this tokubetsu junmai style sake is well balanced and boasts an exceptionally smooth texture. Since this sake highlights full-bodied rice flavor, it goes perfectly with sushi.

Okinawa Awamori Nights
August 15th & 16th
7pm-9:30pm
$40 (Tax and tip included)
The event features:
Okinawan cuisine
Okinawa awamori
Live Okinawa "Sanshin" music
August 16th Live Sanshin performance by Saki
August 15th Live Sanshin performance by Junko
The event features:
Azuki, shio-koji and vegetable inspired menu & azuki dessert
Sho chu cocktail with umezoke-koji
Tenugui yogo class
Fundoshi lecture
August 29th & 30th
7pm-9:30pm
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Refreshing, fruity and unique sweet aroma. Crafted in the traditional brewing style, with rice, water and Koji, Mio appeals to a wide range of tastes— a new sake for a new age.
Sake Meter: ±0 / Alcohol: 5% / Size: 300ml
Brewing Location: Nada, Japan
Serving Suggestion: Chilled
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"MIO," a sparkling sake, has been a sensation in the sake market recently. It started to be sold in June 2011 in Japan by brewing company Takara Shuzo. What is notable about MIO is the brilliant balance of sweet and sour. Surprisingly, its sweetness is derived only from rice and koji (rice treated with a special fungus, Koji, to help fermentation), no sugar is added.

As this is sparkling sake, MIO is good as an aperitif, just like Champagne or sparkling wine. Enjoy the delightful effervescence upon pouring into flute glasses. Its alcohol content is only 5%, different from other sake (usually 15-17%). You will be easily enchanted by MIO.

You can find MIO at Japanese restaurants and some stores in town. Also, you can buy MIO from the online shop **http://www.takarasake.com**

About the name, "MIO"

The name MIO comes from an old Japanese word that means "the bubble wave behind the sailing ship." "The bubble" implies MIO being a sparkling sake.

© 2012 by TAKARA SAKE USA INC.

Japanese Restaurant Review

Yopparai

Kotobuki

Fushimi

Mikado

Let's Eat the Season

Cold Cucumber Miso Soup

Listings

Japanese Restaurant

Asian Restaurant

Grocery

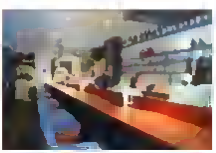
Yopparai

151 Rivington St. (bet. Clinton & Suffolk Sts.) New York, NY 10002
TEL. 212 777 7253 / www.yopparainyc.com
Tue.-Wed. 6 pm–Midnight, Thu-Sat. 6 pm-2 am, Sun. 6-11 pm

Yopparai means "drunkard" in Japanese. True to its namesake, the sake bar on the Lower East Side takes you to a blissful mood with over 50 varieties of selected sake and carefully paired, sophisticated side dishes. Hailed by food critics since its opening in March, Yopparai offers a snug environment where customers can enjoy sophisticated Japanese bar foods in a Tokyo-style, modern, chic ambience. At the culinary helm is a young chef, Junya Miura, who helped his family-owned izakaya in Roppongi, Tokyo. He makes a conscientious effort to bring his Roppongi flavor to New York, and many of the offerings there are house-made, such as shio koji (salt koji), shiokara (cured squid guts), kasu zuke (vegetable pickles with sake lees) and pickled wasabi with sake lees, tofu, natto (fermented soybeans) and soba noodles. The menu consists of a wide variety of dishes from grilled to simmered to sashimi, but probably *Tonkushi* and *Butakushi* are the best examples of how he incorporates passion and technique. *Tonkushi* is a free-range chicken skewer masterfully grilled to highlight the umami of rare-cooked chicken while *Butakushi*, a kurobuta pork belly skewer, is marinated with shio koji to get the best out of the ingredients. They are absolutely addictive. The stylish decor, blending retro and rustic elements, will also enhance your addiction level to come back for more.

The skewers marinated with shio koji (chicken [left], pork [right]) are perfectly grilled to give a soft and juicy inside and crispy and smoky outside

At the culinary helm of Yopparai, Junya Miura, takes a scrupulous cooking approach in order to serve flavors true to Japanese cuisine.



The 50-foot long counter table easily seats 24 people

3 Best Sellers

- **Odua Assortment of 5 items** $15
- **Slimy Bomb** $15
- **Organic free-range chicken meatballs** $6

Kotobuki

56 3rd Ave. (bet. 10th & 11th Sts.) New York, NY 10003
TEL. 212-353-5088 / www.kotobukimanhattan.com
Mon-Thu 12-2:30 pm 5:30-10 pm, Fri 12-2:30 pm, 5:30-11 pm, Sat: 5-11 pm, Sun 5-9:30 pm

The Japanese restaurant, Kotobuki is a veteran of the Long Island food scene, but is a newcomer to the East Village. It brings with it a menu that has been cultivated over almost three decades of experience, as well as the same reasonable prices. According to President Yoshihiro Narita, Kotobuki seeks to keep the prices of its dishes low and their volume generous.

Kotobuki's approach to Japanese cuisine is to continuously evolve and not be bound by tradition. With this philosophy, it offers a dazzling array of sushi rolls that fall into categories like "Amateur," "Crafty & Ingenious" and "The Special List." Some in the last category are *Spicy Girl*, *Daisy Dukes* and *Gold Coast*, and their combination of contents is as interesting as their names. Aside from sushi, Kotobuki has standard entrees such as teriyaki and tempura, as well as more inventive offerings such as tacos and pizzas using Japanese ingredients.

Mr. Narita emphasizes that the large portions allow even two people to be satisfied after sharing the *Sushi & Sashimi Special for 1*, along with an appetizer. In addition to the extensive menu, Kotobuki has a full range of beer, wine and sake so why not enjoy your next meal here?

Garlic butter sauce enhances the rich flavor of oysters in this popular appetizer, *Sautéed Oysters*.

Yellowtail Jalapeño is a carpaccio style dish. Kicks from yuzu sauce and jalapeño harmonize on your palate.

The spacious and tranquil ambience makes your dining experience more relaxing.

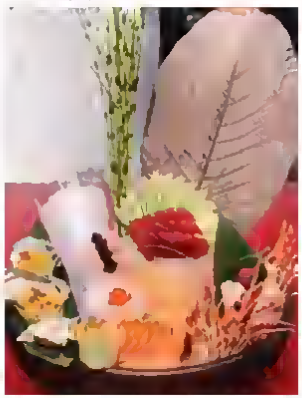
3 Best Sellers

- **Tuna & Avocado Salad** $9.50
- **Sautéed Oysters** $9.50
- **Sushi & Sashimi Special** $32/$64/$96 for 1, 2 or 3 people

Fushimi

475 Driggs Ave. (at N. 10th St.) Brooklyn, NY 11211
TEL: 718-963-2555/2564 / www.fushimi-us.com
Sun-Wed: 1 pm-11 pm; Thu-Sat: 1 pm-2 am (Late night menu from 12 am; bar open until 3.30 am)

The modern Japanese restaurant and lounge, Fushimi has been well known in Staten Island and Bay Ridge for a while, but this year it brought its special brand of Japanese cuisine to Williamsburg. Its cavernous space can house close to 300, and is decorated with touches such as a picture of its namesake, the Fushimi Inari Shrine in Kyoto, and luxurious chandeliers. Fushimi's menu includes culinary offerings that are both delicious and affordable. According to Manager, Henan Ma, low prices such as the $12 5-course lunch allow people to experience Fushimi as walk-ins and become regular customers. There is also a 4-course menu available from Sunday-Thursday for $27.95, as well as a reasonable $15 brunch on weekends. Fushimi's bar is in a lounge that is converted into a bustling area when musical performers entertain the crowd on weekend nights, during which time many special deals can be had. Thursday's Ladies' Night features ladies' drinks for $3 and men's drinks for $5. On Friday, all bottles from the extensive wine and sake list are half off, and on Saturday if you spend $20 on drinks, the kitchen will provide a free appetizer. Upcoming events at Fushimi include a White Party to celebrate the summer, Naked Sushi and Christmas Party. Stay tuned to the homepage for more details!



Sushi and Sashimi is made to order for each customer in a beautiful presentation, and some of the offerings pictured here are oyster, salmon, fluke, salmon roe, caviar, shrimp and tuna.

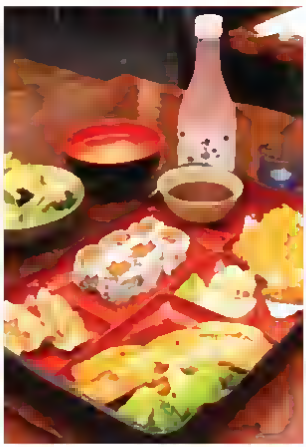
Fushimi has a wide selection of drinks such as the *Sake Sangria* and *Lychee Martini* to go along with delectable appetizers.

3 Best Sellers		
	• Out of Control Roll	$14
	• Chilean Sea Bass XO	$26
	• Yellowtail Jalapeño	$11

Mikado

525 6th Ave. (bet. 13th & 14th Sts.) New York, NY 10011
TEL: 212-255-9971 / www.mikadosushibar.com
Mon-Sun: 11 am-11 pm

Feast your eyes and fill your stomachs at Mikado where value packed Japanese cuisine reigns supreme. Start with a steaming bowl of edamame for just $4. From there, huge variety guarantees everyone will find something they'll like including vegetarian options and brown rice at no extra cost. The *Bento Box* for just $17.50 is great for sampling: it comes with salad, rice, miso soup and a selection of appetizers. You also get two mains like the popular teriyaki salmon with its sweet crispy exterior and the tender, juicy pork katsu. That is all followed with a choice of California, spicy tuna or salmon avocado roll. Don't be shy to ask for exactly what you want, menu items are flexible and the kitchen staff is happy to meet your needs. The $18 *Dinner Prix Fixe* gives you access to some of the eye-catching specialty rolls- check out the Dancing Eel made with shrimp tempura, eel, avocado and black tobiko, and *Lost Control* with six ingredients in one roll. Pair your food with one of five Japanese beers or go for a cute pink bottle of Sayuri sake. Located on 14th Street and 6th Avenue, Mikado is an all access location for the New York City subway and New Jersey transit.



Rice free, the *Green Hornet Roll* with its spicy tuna, avocado and honey sauce is bursting with color and makes a low carb diet easy.

The modern interior still incorporates the hustle-bustle feel of a traditional ramen house.

3 Best Sellers		
	• Green Hornet Roll	$14
	• Salmon Teriyaki	$14
	• Diner Bento Special	$17.50

Japanese Restaurant Guide

$35 Average price for a dinner entree and a drink (sake or wine)

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Dan Japanese Restaurant — $20 L
2018 Broadway (at 69th St)
212-877-5255

Gen — $80
370 Columbus Ave (bet 77th & 78th St)
212-362-4018

Haru — $35
433 Amsterdam Ave (bet. 80th & 81st St.)
212-579-5555

Ichia Restaurant — $20 M
53 W 10th St (bet. Manhattan & Columbus Ave)
212-995-4988

Jin Ramen* — $15 L
3183 Broadway (at 125th St)
646-558-2801

Kitaru — $20 L
510 Amsterdam Ave (bet. 84th & 85th St)
212-787-9008

Kouzaa — $25 L
605 Amsterdam Ave (at 93rd St)
212-280-6095

Kumo Sushi — $30
165 W. 72nd St (Columbus & Amsterdam Ave)
212-580-6229

Mama Sushi — $25 L
237 Dyckman St (Broadway & Seaman Ave)
212-544-0003

Mana Organic Cafe — $20 L
646 Amsterdam Ave (bet. 91st & 92nd St.)
212-787-1110

Masa — $400 S
Time Warner Ctr 4FR Columbus Cir
212-823-9800

Matsu — $20 L
473 Columbus Ave (bet. 83rd & 84th St.)
212-799-7922

Mamaya Amsterdam — $42
427 Amsterdam Ave (bet. 80th & 81st St.)
212-580-0007

Next Daar — $25 L
813 W. 187th St (Pinehurst & Fort Washington)
212-543-2111

Dzu — $25 L
588 Amsterdam Ave (bet. 87th & 88th St.)
212-787-8318

Planat Sushi* — $25 L
360 Amsterdam Ave (at 78th St)
212-712-2162

Raku* — $20 L
Located in a beautiful brownstone neighborhood, Raku offers the best sushi deals around without compromising on the freshest ingredients. In addition to sushi and sashimi, try the highly recommended appetizers and entrees.
57 W. 76th St. (at Columbus Ave.)
212-873-1220

Saga Grill — $25 L
1298 Amsterdam Ave (bet. 122nd & 123rd St)
212-666-2696

Sajis — $15 L
256 W. 109th St. (B'way & Amsterdam Ave.)
212-749-1934

Suma Sushi — $25 L
364 Amsterdam Ave (bet. 107th & 108th St.)
212-280-5858

Sun-Chan* — $25 L
2707 Broadway (bet. 103rd & 104th St.)
212-749-5009

Sushi A-Ga-Ga — $25 L
1900 Broadway (bet. 63rd & 64th St.)
212-724-7340

Sushi Hana — $35 L
466 Amsterdam Ave (bet. 82nd & 83rd St.)
212-874-1076

Sushi Yasaka* — $30 L
251 W. 72nd St. (B'way & West End Ave.)
212-496-8460

Sushi Yu 2 — $18
127 W. 181st St. (bet. Pinehurst & Cabrini)
212-781-9933

Tamaya — $14 L
4030 Broadway (bet. 169th & 170th St.)
212-568-0036

Tenzaa — $32 L
285 Columbus Ave. (bet. 73rd & 74th St.)
212-580-7300

Vine Sushi & Sake — $20 L
2953-55 Broadway (bet. 115th & 116th St.)
212-222-3564

Upper East

Aki Sushi — $25 L
1425 York Ave (bet. 75th & 76th St.)
212-628-8885

Ocaguri — $60 M
309 E. 83rd St. (bet. 1st & 2nd Ave.)
212-737-5656

East Japanese* — $22 L
354 E. 58th St. (bet. 1st & 2nd Ave.)
212-754-5270

Fuji Yama — $30 L
1496 1st Ave (bet. 76th & 77th St.)
212-249-2722

Ginza — $20 L
800 Lexington Ave. (at 62nd St.)
212-838-7898

Haru — $30 L
1329 3rd Ave (at 76th St.)
212-452-1028

Haru Sake Bar — $38 L
1327 3rd Ave (at 76th St.)
212-452-2230

Ichiru — $30 L
1594 2nd Ave (bet. 87th & 88th St.)
212-353-8300

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355 E. 78th St. (bet. 1st & 2nd Ave.) $25
212-772-7630

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1686 3rd Ave. (bet. 93rd & 94th St.) $30
212-629-0099

Upper East **Iwasaki Sushi**
1103 1st Ave. (bet. 60th & 61st St.) $25
212-308-8828

Upper East **Ko Sushi (2nd Ave.)**
1329 2nd Ave. (at 70th St.) $31
212-439-1678

Upper East **Ku Sushi (York Ave.)**
1613 York Ave. (bet. 85th & 86th St.) $31
212-772-8838

Upper East **Koto Sushi***
310 E. 93rd St. (bet. 1st & 2nd Ave.) $30
212-426-1216

Upper East **Kyoto Sushi**
1240 Lexington Ave. (bet. 83rd & 84th St.) $30
212-288-5024

Upper East **Matsu**
411 E. 70th St. (bet. York & 1st Ave.) $30
212-744-5454

Upper East **Naruto Ramen***

There's gnature NARUTO RAMEN is a soy broth based noodle soup topped with bo kid eggs various vegetables and thick slices of tender pork. Miso and curry flavored b oth also ava lable. Enjoy any ramen for $7.00 on Mondays and GYOZA for $2.50 on Wednesdays
1596 3rd Ave. (bet. 89th & 90th St.) $10
212 289-7803

Upper East **Ooki Sushi**
1575 3rd Ave. (bet. 88th & 89th St.) $35
212-828-3388

Upper East **Puku**
343 E. 85th St. (bet. 1st & 2nd Ave.) $30
212 249-0569

Upper East **Sasabune**
401 E. 73rd St. (bet. 1st & York Ave.) $40
212 249-6523

Upper East **Shuhu-Shabu 70***
314 E. 70th St. (bet. 1st & 2nd Ave.) $25
212-861-5035

Upper East **Sushi Hasu**
1501 E. 2nd Ave. (at 76th St.) $25
212-327-0582

Upper East **Sushi of Gari**
402 E. 78th St. (bet. 1st & York Ave.) $80
212-517-5340

Upper East **Sushi Suki***
1143 1st Ave. (bet. 62nd & 63rd St.) $57
212-371-0238

Upper East **Sushi Suki**
1577 York Ave. (bet. 83rd & 84th St.) $20
212 249-3796

Upper East **Tatsu 72**
1400 2nd Ave. (bet. 72nd & 73rd St.) $20
212-472 1700

Upper East **Tunzan**
968 2nd Ave. (bet.52nd & 53rd St) $35
212-980-5500

Upper East **Turiyaki Boy***
1640 3rd Ave. (bet. 91st & 92nd St.) $7
212-987 7150

Upper East **Tokubet BG***
314 E. 86th St. (bet. 1st & 2nd Ave.) $25
212-628-5334

Upper East **TORI SHIN**
1193 1st Ave. (bet. 64th & 65th St.) $70
212-986-3401

Upper East **Totoya**
1144 1st Ave. (at 63rd St.) $25
212 753-0422

Upper East **Wujimu**
134 E. 81st St. (bet. Lexington & Park Ave.) $30
212-613-9065

Upper East **Wasabi Lobby**
1554 2nd Ave. (at 82nd St.) $30
212-879-8052

Upper East **YUKA***
1557 2nd Ave. (bet. 80th & 81st St.) $25
212-772-9575

Upper East **Yuku**
1531 York Ave. (at 81st St.) $25
212-988-5900

Midtown West

Midtown West **Ai's Sushi**
374 W. 46th St. (at 9th Ave.) $15
212 265-5646

Midtown West **Aki Sushi**
368 W. 52nd St. (bet. 9th & 8th Ave.) $30
212 262 2288

Midtown West **Aoki**
234 W. 49th St. (bet. Broadway & 8th Ave.) $30
212-956-2356

Midtown West **Bumbou 52**
344 W. 52nd St. (bet. 9th & 8th Ave.) $12
212-315-2777

Midtown West **Bueihaes**
47 W. 56th St. (bet. 5th & 6th Ave.) $30
212-581-0330

Midtown West **Bento Sushi***

They offer h gh quality Japanese meal made fresh to go. With the motto "fast, cheap and delic ous", they are here to prov de ready-to-eat Japanese meals and snacks that are delic ous and healthy for you. Sushi bento box and noodles are ava lable.
1407 Broadway (bet. 38th & 39th St.) $8
212-944-1405

Midtown West **Gu Sushi**
756 8th Ave. (at 51st St.) $20
212-459-2288

Midtown West **GO! GO! CURRY!***

The triple crown winner of Japanese curry contest is the one and the only curry specialty restaurant. They are known for long lines of diners and now take advanced orders. Delivery is ava lable in Midtown West and East for a l mited time. Details on website
273 W. 38th St. (bet. 7th & 8th Ave.) $8.5
212-730-5555 www.gogocurryusa-ny.com

Midtown West **Haru**
205 W. 43rd St. (bet. Broadway & 8th Ave.) $35
212 391-5610

Midtown West **Inakaya**
231 W. 40th St. (bet. 7th & 8th Ave.) $45
212-354-2195

Midtown West **Iss 56**
56 W. 56th St. (bet. 5th & 6th Ave.) $25
212-707-8702

Midtown West **Ishihama**
318 5th Ave (at 32nd St.) $30
212-696-0202

Midtown West **Izakaya IROHA**
152 W 45th St (bet. 6th & 7th Ave.) $30
212-398-9045

Midtown West **KATSUHAMA55**
43-45 W 55th St (bet. 5th & 6th Ave.) $18
212-541-7145

Midtown West **Kodama 45**
301 W 45th St (at 8th Ave.) $25
212-562-8065

Midtown West **Koi**
40 W 40th St (bet. 5th & 6th Ave.) $60
212-921-3330

Midtown West **Kyotofu**
705 9th Ave (bet. 48th & 49th St.) $25
212-974-8012

Midtown West **Meakut-Tei**
60 W 56th St (bet. 5th & 6th Ave.) $20
212-757-1542

Midtown West **Monster Sushi***
22 W 46th St (bet. 5th & 6th Ave.) $30
212-398-7707

Midtown West **Natsumi**
225 W 50th St (bet. Broadway & 8th Ave.) $40
212-258-2388

Midtown West **NOBU 57**
40 W 57th St (bet. 5th & 6th Ave.) $100
212-757-3000

Midtown West **Ocha***
350 W 46th St (bet. 8th & 9th Ave.) $25
212-581-3199

Midtown West **Rio & You***
328 W 45th St (bet. 8th & 9th Ave.) $25
212-307-0717

Midtown West **Saka Bar Hagi***
152 W 49th St (bet. 6th & 7th Ave.) $25
212-764-8549

Midtown West **Sapporo***
152 W 49th St (bet. 6th & 7th Ave.) $18
212-869-8372

Midtown West **Shimizu**
316 W 51st St (bet. 8th & 9th Ave.) $35
212-581-1581

Midtown West **Soba Nippaa***
19 W 52nd St (bet. 5th & 6th Ave.) $30
212-489-2525

Midtown West **Sugiyama**
251 W 55th St (bet. Broadway & 8th Ave.) $85
212-956-0670

Midtown West **Sushi Dama**
330 W 58th St (bet. 8th & 9th Ave.) $45
212-707-8609

Midtown West **Sushi of Gari 46**
347 W 46th St (bet. 8th & 9th Ave.) $80
212-357-0046

Midtown West **Sushi Zan**
108 W 44th St (bet. 5th & 7th Ave.) $70
212-302-0707

Midtown West **Sushiaa***
123 W 43rd St (bet. 6th & 7th Ave.) $45
212-398-2400

Midtown West **Sushiya***
29 W 56th St (bet. 5th & 6th Ave.) $20
212-247-5796

Midtown West **TABATA***
540 9th Ave (bet. 39th & 40th St.) $15
212-290-7551

Midtown West **Tarakawa Raman***
485 9th Ave (bet. 57th & 58th St.) $12
212-307-0170

Midtown West **Totto Ramaa**
366 W 52nd St (bet. 8th & 9th Ave.) $20
212-582-0052

Midtown West **Yakitori TOTTO**
251 W 55th St (bet. Broadway & 8th Ave.) $45
212-245-4555

Midtown West **Yuki 55***
253 W 55th St (bet. Broadway & 8th Ave.) $20
212-581-2240

Midtown West **Yummy Sushi***
30 Rockefeller Plaza Concourse Level $10
212-459-2100

Midtown East

Midtown East **Aburiya Kinnosuke***
213 E 45th St (bet. 2nd & 3rd Ave.) $65
212-867-5454

Midtown East **Azusa***
3 E 44th St. (bet. Madison & 5th Ave.) $35
212-681-0001

Midtown East **DONBURI-YA***
137 E 47th St (bet. 3rd & Lexington Ave.) $25
212-980-7303

Midtown East **Gyu-Kaku***
805 3rd Ave. 2 Fl. (at 50th St.) $40
212-702-6818

Midtown East **Hakuhai**
The Kitano Hotel 66 Park Ave (at 38th St.) $66
212-885-7111

Midtown East **Haru**
220 Park Ave. (at 48th St.) $35
212-490-9680

Midtown East **Hatsuhana***

Established in 1976 Hatsuhana is a longstanding New York sushi restaurant. Conveniently located just 3 minutes from Rockefeller Center it is perfect for lunch. At dinnertime, try their Omakase at sushi bar, or pick 1 xe and entree starting at $23

17 E. 48th St. (bet. 5th & Madison Aves.) $50
212-355-3345 www.hatsuhana.com

Midtown East **Hatsuhana Park***
237 Park Ave. (bet. 45th & 46th St.) $35
212-661-3400

Midtown East **Hida-Chaa Ramaa**
248 E. 52nd St. 2 Fl. (bet. 2nd & 3rd Ave.) $20
212-813-1400

Midtown East **Isa 49**
151 E. 49th St. (bet. 3rd & Lexington Ave.) $25
212-319-6878

Midtown East **Izakaya Ariyoshi**
226 E. 53rd St. (bet. 2nd & 3rd Ave.) $25
212-319-3340

Midtown East **Izakaya Riki**

Serving Midtown Manhattan for over 20 years Izakaya Riki offers many varieties of Japanese izakaya style food. The chilling lunch set ($15) is not to be missed. Open until 3 am from Mon-Fri. Riki opens its doors to hungry New Yorkers

141 E. 45th St. (bet. Lexington & 3rd Ave.) $40
212-306-1100

Midtown East **Jukai**
237 E. 53rd St. (bet. 2nd & 3rd Ave.) $30
212-888-5788

Mikado
Japanese Bistro & Sushi Bar
525 6th Ave., (bet. 13th & 14th St.) | TEL 212-255-9931 / 9431 | Open 7 Days
Free Delivery - min $10 | Order online. www.MikadoSushiBar.com

Midtown East **KATSUHAMA47***
11 E 47th St. (bet. Mad son & 5th Ave.) $18
212-755-5305

Midtown East **Kurume Zushi**
7 E 47th St 2 Fl (bet Mad son & 5th Ave.) $160
212-317-2802

Midtown East **Mai Sushi Restaurant**
19 E 41st St (bet. 5th & Madison Ave.) $18
212-400-9080

Midtown East **MEGU Midtown**
845 UN Pl (bet. 47th & 48th St.) $125
212 964-7777

Midtown East **Meechaoke-Tei**
131 E 45th St (bet. 3rd & Lex ngton Ave.) $14
212-986-6405

Midtown East **Nede-Sushi**
135 E 50th St (bet. 3rd & Lex ngton Ave.) $25
212-839-2537

Midtown East **Nippon***
155 E 52nd St (bet. 3rd & Lex ngton Ave.) $49
212-758-0220

Midtown East **Oms/h***
156 E 45th St (bet. 3rd & Lex ngton Ave.) $9
212 322 3798

Midtown East **Oeya***
143 E 47th St (bet. 3rd & Lex ngton Ave.) $30
212 715-0460

Midtown East **Restaurant SEO***
249 E 45th St (bet. 2nd & 3rd Ave.) $40
212-355-7722

Midtown East **Ringo**
205 E 45th St (bet. 2nd & 3rd Ave.) $50
212-867-4200

Midtown East **Rosin Bar & Grill**
9 E 37th St (bet. Madison & 5th Ave.) $15
212-213-5137

Midtown East **Sakagura***

Largest sake bar in the world serving over 200 varieties of sake and seasonal daily specials. Homemade soba and lunch set of soba & rice bowl are popular. The amazing hideout situated on the basement level is perfect for couples. Private parties available.

211 E 43rd St B1F (bet. 2nd & 3rd Ave.) $50
212-953-7253 www.sakagura.com

Midtown East **Shinboshi**
7 E 48th St (bet. Madison & 5th Ave.) $30
212-812-1005

Midtown East **Shochu Bar Hatchee**

Conveniently located near Grand Central Station, it is an oasis offering a wide selection of shochu and Japanese tapas. Enjoy drinks with yakitori and sushi served from the adjacent Yakitori East Restaurant. No cover charge. Discover your favorite shochu here.

210 E 44th St (bet. 2nd & 3rd Ave.) $30
212-687-5075

Midtown East **Soba TOTTO**
211 E 43rd St 1 Fl (bet. 2nd & 3rd Ave.) $40
212-557-8200

Midtown East **Sushi Time**
821 2nd Ave (at 44th St.) $20
212-983-9393

Midtown East **SushiAce**
36 E. 51st St. (at. Park Ave.) $50
212 755-1780

Midtown East **Sushidee***
19 E 49th St (bet. Mad son & 5th Ave.) $49
212 759-2700

Midtown East **Tokyo***
342 Lex ngton Ave (bet. 39th & 40th St.) $50
212-697-9330

Midtown East **TOMI JAZZ**
239 E. 53rd St (bet. 2nd & 3rd Ave.) $30
646-497-4254

Midtown East **Tsushima**
141 E 47th St (bet. 3rd & Lexington Ave.) $40
212-207-9600

Midtown East **West Udon Izakaya**
150 E 46th St (bet. 3rd & Lex ngton Ave.) $10
212 922 9777

Midtown East **Yakitori East***
210 E 44th St (bet. 2nd & 3rd Ave.) $20
212-697-6075

Midtown East **YAMA Restaurant**
38 E 45th St (bet. 1st & 2nd Ave.) $28
212-599-3370

Midtown East **Yamakage Tokyo**
1026 2nd Ave (bet. 54th & 55th St.) $30
646-570-0883

Korea Town

Korea Town **AToyama Sushi**
11 W 36th St (bet. 5th & 6th Ave.) $22
212 967 9541

Korea Town **Ichi Umi Restaurant***
6 E 32nd St (bet. Madison & 5th Ave.) $30
212 725-1333

Korea Town **Izakaya Moku**
10 W 32nd St 2 Fl (bet. 5th Ave & B way) $20
212 736-3232

Korea Town **Kirakuya**
2 W 32nd St (bet. 5th Ave. & Broadway) $30
212 695-7772

Chelsea

Chelsea **Blue Ginger**
106 9th Ave (bet. 15th & 16th St.) $30
212 352-0611

Chelsea **enniu***

A self-service restaurant conveniently located near union square staton. enniu features an original menu created by the Japanese owner. There are many items to choose from including sushi, bento, ramen, udon, daily donburi, and sake.

20 E 17th St. (bet. 5th Ave. & Broadway) $10
646-336-7004

Chelsea **IRON Sushi**
440 3rd Ave (bet. 30th & 31st St.) $25
212-447-6622

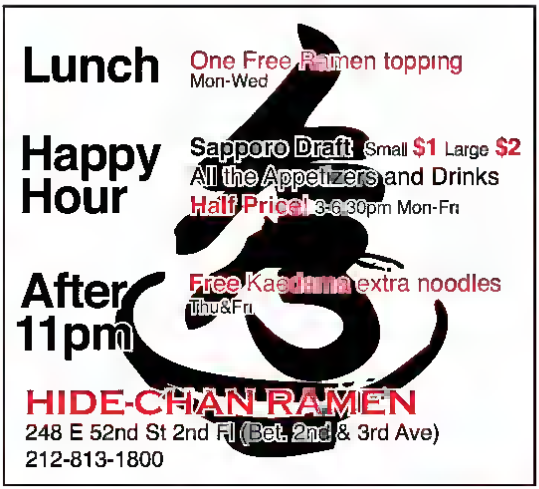
Chelsea **Izakaya Ten**
207 10th Ave (bet. 22nd & 23rd St.) $25
212-627-7777

Chelsea **Momoya Chelsea**
185 7th Ave (at 21st St.) $40
212-989-4496

Chelsea **Monster Sushi***
158 W 23rd St (bet. 6th & 7th Ave.) $30
212-620-9131

Chelsea **MORIMOTO**
88 10th Ave (bet 15th and 16th St.) $90
212-989-8883

Chelsea **Naka Naka**
456 W 17th St (bet. 9th & 10th Ave.) $50
212 929-8544



Chelsea **Ootoya**
8 W 18th St (bet. 5th & 6th St.) $20
212-255-0018

Chelsea **Tonuki Tavern**
Gansevoort Hotel 18 5th Ave (at 13th St) $50
212-660-6766

Chelsea **Tebaya**
144 W 19th St (bet. 6th & 7th Ave) $13
212-924-8335

Gramercy

Gramercy **15 EAST**
15 E 15th St (bet. Union Sq W & 5th Ave) $88
212-647-0015

Gramercy **Aji Sushi**
519 3rd Ave (bet. 34th & 35th St) $25
212-686-2055

Gramercy **Choshi***
77 Irving Place (at 19th St) $20
212-420-1413

Gramercy **Hamachi**
34 E 20th St (bet. Park Ave & Broadway) $25
212-420-8938

Gramercy **Hane**
348 1st Ave. (at 20th St) $30
212-598-0135

Gramercy **Haru**
220 Park Ave S (at 19th St.) $30
646-420-0889

Gramercy **Kaiiee Sushi East***
366 3rd Ave (bet. 26th & 27th St) $15
212-683-2326

Gramercy **Mishima***
154 Lexington Ave. (bet. 30th & 31st St) $25
212-532-4596

Gramercy **Momokawa**
157 E. 29th St (bet. 3rd & Lexington Ave.) $35
212-56347930

Gramercy **Sahuri**
168 Lexington Ave (bet. 30th & 31st St) $20
212-481-9766

Gramercy **Sushi SAMBA**
245 Park Ave. South (bet. 19th & 20th St.) $35
212 475-8377

Gramercy **Sushi SEN-NIN**
30 E. 33rd St (Park Ave S. & Madison Ave.) $40
212-889-2206

Gramercy **Terakawa Ramee***
18 Lexington Ave (bet. 23rd & 22nd St) $12
212 777-2939

Gramercy **YAMA Restaurant**
122 E. 17th St. (at Irving Pl.) $20
212 475-0969

West Village

West Village **Aki oe west 4**
161 W. 4th St. (bet. 6th & 7th Ave.) $44
212 989-5440

West Village **Cho Cho San***
15 W. 8th St. (bet. 5th & 6th Ave.) $25
212 473-3333

West Village **EN Japanese Brasserie**
435 Hudson St. (at Leroy St.) $40
212 647-9196

West Village **Hakata Tontoe***
61 Grove St. (bet. 7th Ave. & Bleecker St.) $25
212-242-9656

West Village **GO! GO! CURRY!***

With the motto "Everything for your genki vigor!" 5th 15th 25th are Go Go-Day. Order any kind of Curry and you can receive one free topping coupon. Vegetable Curry is now available at the Washington Square Park Stadium location. They offer free delivery.
231 Thompson St (bet. W 3rd & Bleecker St.) $8.5
212-505-2555 www.gogocurryusa-ny.com

West Village **Merumi***
546 LaGuardia Pl (bet. Bleecker & 3rd St.) $30
212-375-7055

West Village **Mikado**
525 6th Ave. (bet. 13th & 14th St.) $20
212 255-9581

West Village **Miyabi**
121 W 3rd St (bet. MacDougal St. & 6th Ave.) $15
212-229-1699

West Village **Miyagi**
220 W 13th St. (bet. 7th & Greenwich Ave.) $25
212-620-3830

West Village **Nagomi**
175 Prince St (bet. Thompson & Sullivan St.) $35
212-387-8230

West Village **Romee Tokumi***
80 University Pl (bet. 11th & 12th St.) $13
212-225-2752

West Village **Rockmeisha***
11 Barrow St (bet. 4th & Bleecker St.) $35
212-675-9775

West Village **Soto**
357 6th Ave (bet. 4th St. & Washington Pl.) $50
212-414-3088

West Village **Sushi Memho**
205 Bleecker St (bet. Leroy & Cornelia St.) $18
212-675-5885

West Village **Sushi Yowa**
25 W. 4th St (bet. 5th & 6th Ave.) $30
212-253-9688

West Village **Tomoe Sushi**
172 Thompson St (bet. Houston & Bleecker St.) $40
212 777-3346

West Village **Ushiwakemaru**
136 W. Houston St (Sullivan & MacDougal St.) $80
212-228-4181

East Village

East Village **Ashiya**
167 1st Ave. (bet. 10th & 11th St.) $15
212-505-3348

East Village **BONO ST**
6 Bond St (bet. Lafayette & Broadway St.) $75
212 777-2500

East Village **Cha-An**

Serving a wide variety of tea from China Japan and India as well as organic sweets created by our pastry chef. The Daily Special Set for lunch or dinner goes well with wine or sake. Traditional tea ceremony in Seika-do Italian tea room is available by reservation only.
230 E 9th St. 2Fl (bet. 2nd & 3rd Ave.) $20
212-228-8030 www.chaanteahouse.com

East Village **Otaci**
228 E. 10th St. (bet. 1st & 2nd Ave.) $40
212-387-9545

East Village **East Noodle**
119 2nd Ave (at 7th St.) $16
212-982-4285

Go!Go!CURRY!
New York
NEW! VEGETABLE CURRY
at Washington Square Park
Chopsticks NY readers will get FREE TOPPING
of rakkyo, fukujinzuke or natto when ordering
the vegetable curry.
(Valid thru Aug. 31)
JAPAN'S NO.1 CURRY!
Go!Go!Day!
5th, 15th, 25th
Get a Free Topping Coupon!
www.gogocurryusa-ny.com
Washington Square Park Stadium 231 Thompson St. (bet. Bleecker & W. 3rd St.) 212-505-2555
Times Square 273 W. 38th St. (bet. 7th & 8th Ave.) 212-730-5555

Reviewed by NY Times
Try our Signature ramen
Hiyashi Tan Tan Men
$10
Second location opening soon near Times Square
TABATA
540 9th Ave. (bet. 39th & 40th St.)
Tel: 212-290-7691 tabataramen@gmail.com
11:30am - 11pm Open 7 days a week

East Village **Curry-Ya**

Your hunger will undoubtedly be satisfied at Curry Ya Gourmet Japanese Curry boasts amazingly rich and complex flavors and the intimate interior and atmosphere makes anyone feel comfortable dining alone or with friends Lunch Set available from noon to 4 pm

214 E 10th St (bet 1st & 2nd Ave) $20
866-602-4775 www.nycurry ya com

East Village **Gyu-Kaku***

34 Cooper Sq (bet 4th St and Astor Pl) $40
212-475-2589

East Village **Hasaki***

210 E 9th St (bet 2nd & 3rd Ave) $40
212-473-3327

East Village **IPPUDO NY**

65 4th Ave (bet 9th & 10th St) $29
212-388-0088

East Village **IRON Sushi***

212 10th St (bet 1st & 2nd Ave) $25
212-228-0102

East Village **Japonica**

100 Universty Pl (at 12th St) $40
212-243-7752

East Village **JEWEL BAKO**

239 E 5th St (bet 2nd Ave & Cooper Sq) $35
212-979-1012

East Village **Kajitsu**

414 E 9th St (bet Ave A & 1st Ave) $80
212-228-4873

East Village **Kombi Ramen House***

351 E 14th St (bet 1st & 2nd Ave) $15
212-228-1388

East Village **Kamur Dan**

186 Avenue A (bet. 11th & 12th St.) $25
212 777 2096

East Village **KASAOELA**

647 E 11th St (bet Ave B & C) $30
212-777-1582

East Village **Keaka***

25 St Marks Pl (bet 2nd & 3rd Ave) $25
212-254-6363

East Village **Kotobuki**

58 3rd Ave (bet 10th & 11th St) $8
212-358-5098

East Village **Kuboya**

53E E 5th St (bet Avenue A & B) $15
212-777-7010

East Village **Kyo Ya**

94 E 7th St (bet. Ave A & 1st Ave) $42
212-982-4140

East Village **May's Place Sushi***

121 2nd Ave (bet. 7th & St Marks Pl) $15
212-533-8448

East Village **Menkui-Tei***

63 Cooper Sq (bet 7th St & St Marks Pl) $10
212-228-4152

East Village **MINCA**

536 E 5th St (bet Ave A & B) $10
212-505-6001

East Village **Misoya**

125 2nd Ave (bet. 7th and St Marks Pl) $20
212-677-4125

East Village **Naton**

58 St Marks Pl (bet. 1st & 2nd Ave) $20
212-533-7711

East Village **OH! Taisho***

9 St. Marks Pl (bet. 2nd & 3rd Ave.) $29
212-673-1300

East Village **Noodle Cafe Zen***

In the heart of East Village Zen has been serving 12 kinds of ramen noodles as well as hearty udon and sushi since 1985 Don t miss out on the I All Day 50% OFF discount on all sushi sushi rolls for an order over $18 and the late night happy hour after 10pm

31 St Marks Pl (bet 2nd & 3rd Ave) $12
212-6533-0155 www.zensush nyc.com

East Village **Otafuku***

A tiny vendor like joint Otafuku specializes in popular Japanese comfort food Takoyaki octopus dough and Okonomiyaki pancakes as well as Teriyaki and De fuku-mochi rice filled with red bean paste Our food will make you feel like you are in downtown Tokyo

231 E 9th St (bet 1st & 2nd Ave) $8
212 353-0503

East Village **Rat Rat Kea***

Have you ever seen the movie Tampopo a Japanese cult movie about serving ramen noodle soup? Rat Rat Ken lets you experience the real Tokyo ramen without MSG Don t forget our homemade gyoza too They guarantee the most delightful experience

218 E 10th St (bet 1st & 2nd Ave) $15
212-477-7030

East Village **Ramen Setagaya (St. Marks Pl.)***

344 St Marks Pl (bet. 2nd & 3rd Ave) $13
212-387-7659

East Village **Robataya NY**

Boasting fish shipped from Tsukiji market, and local ingredients carefully grilled to perfection this is authentic robatayaki You will love the satisfying a la carte menu and the carefully selected sake and shochu Chef's choice $48, tasting course $40 popular lunch set, $10

231 E 9th St (bet 2nd & 3rd Ave) $45
212-979-9674 www.robataya-ny.com

East Village **Saka Bar Decibel**

240 E 9th St (bet 2nd & 3rd Ave) $40
212-979-2733

East Village **Seke Bar Satsko**

202 E 7th St (bet Ave B & C) $25
212-614-0333

East Village **Sapporo East**

245 E 10th St $17
212-260-1330

East Village **Shabu-Tatsu***

216 E 10th St (bet 1st & 2nd Ave) $30
212-477-2972

East Village **Shima**

189-193 2nd Ave (at 12th St) $20
212 260-0303

East Village **Sobakob***

Serving Inaka (whole ground) style soba noodles using 100% stone-milled Canadian buckwheat flour Enjoy soba in its most nutritious way! Combinations of soba and donburi dishes are $13 15 for lunch 4-Course Early Bird Special ($19 50) is served until 7pm

309 E 5th St (bet 1st & 2nd Ave) $15
212-254-2244 www.compassnmpass.com/sobakob

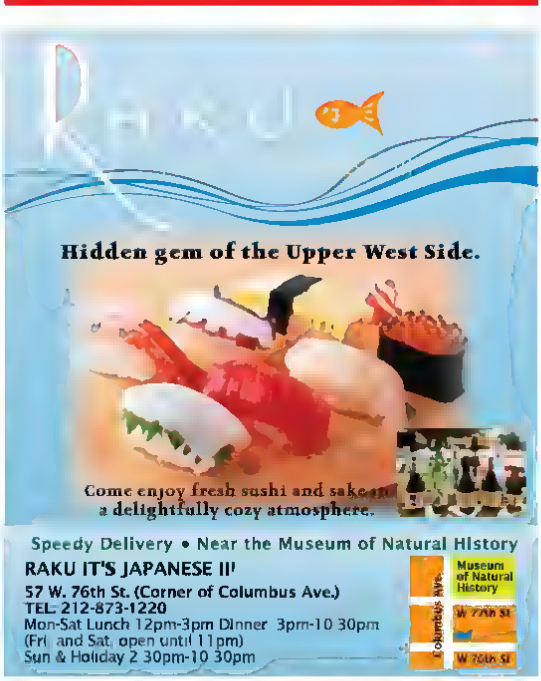
East Village **Souen East Village***

328 E 6th St (bet 1st & 2nd Ave) $15
212-388-1199

East Village **Souen Restaurant***

28 E 13th St (bet Univers ty Pl & 5th Ave) $20
212-627 7150

OR8
Artistry of Food
Mon closed
Tue Thu & Sun 6pm 12am
Fri & Sat 6pm 3am
66 SOUTH 2ND ST BROOKLYN NY 11211 718 384 2152 WWW.ONEOFEIGHTBK.COM


RAKU
Hidden gem of the Upper West Side.
Come enjoy fresh sushi and sake in a delightfully cozy atmosphere.
Speedy Delivery • Near the Museum of Natural History
RAKU IT'S JAPANESE II
57 W. 76th St. (Corner of Columbus Ave.)
TEL: 212-873-1220
Mon-Sat Lunch 12pm-3pm Dinner 3pm-10 30pm
(Fri and Sat open until 11pm)
Sun & Holiday 2 30pm-10 30pm
Museum of Natural History
Columbus Ave
W 77th St
W 76th St

East Village **Sobaya***

Making soba by hand daily from high quality buckwheat flour imported from Japan. All natural ingredients make soba a healthy treatment. Try Lunch Box $15 with soba or udon, side dishes and dessert. Daily specials, appetizers and sake select on available for dinner

229 E. 9th St. (bet. 2nd & 3rd Ave.) $20
212-533-6966 www.sobaya-nyc.com

East Village **Sashi Lounge**

Serving Japanese cuisine in a casual atmosphere at affordable prices. All Day Campaign offers 50% off on all sushi or sushi rolls for an order over $15. The menu also includes 12 ramens and tapas to satisfy your craving. Enjoy daily late night happy hour after 10pm

132 St. Marks Pl. (at Ave. A) $12
212-598-1188 www.sushiloungenyc.com

East Village **Takahachi East Village**

85 Ave. A (at 6th St.) $25
212-505-6524

East Village **Udon West***

11 St. Marks Pl. (bet. 2nd & 3rd Ave.) $20

East Village **Uminoia**

Uminoie is a Japanese comfort food restaurant in East Village with over 50 kinds of sake and shochu. All authentic Japanese homestyle dishes are prepared by the owner/chef Try Goto Udon (udon noodles from Goto Islands of Japan). Now serving shochu desserts

85 E. 3rd St. (bet. 1st & 2nd Ave.) $20
646-654-1122 www.downtowniumino.com

East Village **Village Yokocho**

8 Stuyvesant St. 2Fl (bet. 9th St. & 3rd Ave.) $20
212-558-3041

East Village **Wasan**

10E E. 4th St (bet. 1st & 2nd Ave.) $35
212-777-1578

East Village **Yakiniku West***

21E E. 9th St. (bet. 2nd & 3rd St.) $25
212-370-9238

East Village **Yakitori Taisho***

5 St. Marks Pl. (bet. 2nd & 3rd Ave.) $20
212-228-5096

East Village **Yashi Sashi***

131 Ave. A (bet. St. Marks Pl. & 9th St.) $25
212-420-5809

East Village **Yuha Restaurant**

105 E. 9th St. (bet. 3rd & 4th Ave.) $40
212-777-6198

Lower Manhattan

Lower Mhn **Banto Sushi***

32 Broadway (at Morris St.) $8
212-747-0554

Lower Mhn **Caha 63**

63 Clinton St. (bet. Rivington & Stanton St.) $21
212-228-6751

Lower Mhn **Ise Downtown***

56 Pine St. (bet. Pearl & William St.) $38
212-785-1100

Lower Mhn **Kaijou**

21 South End Ave. (at W. Thames St.) $38
212-786-8640

Lower Mhn **Mottsu**

285 Mott St. (bet. Prince & Houston St.) $25
212-343-8017

Lower Mhn **Quickly Shabu Shabu**

237E Grand St. (bet. Chrystie St. and Bowery) $13
212-431-0996

Lower Mhn **Soy**

102 Suffolk St. (bet. Delancy & Rivington St.) $14
212-253-1151

Lower Mhn **Sushasia**

325 Broadway (bet. Worth & Duane St.) $26
212-962-2500

Lower Mhn **SUteiShi**

24 Peck Slip (bet. Front & Water St.) $30
212-765-2344

Tribeca

Tribeca **Banto Sashi***

173 Broadway (at Courtland St.) $8
212-437-8744

Tribeca **Brushstroke**

30 Hudson St. (at. Duane St.) $130
212-791-3771

Tribeca **MEGU New York**

62 Thomas St. (bet. Church & W. Broadway) $125
212-964-7777

Tribeca **NINJA***

25 Hudson St. (bet. Reade & Duane St.) $35
212-274-8500

Tribeca **NOBU**

105 Hudson St. (at Franklin St.) $100
212-219-0500

Tribeca **NOBU NEXT DOOR**

105 Hudson St. (bet. Franklin & N. Moore St.) $75
212 334-4445

Tribeca **Rosanjin**

141 Duane St. (bet. Church St. & W. Broadway) $80
212-349-0164

Tribeca **Sushi Azabu**

428 Greenwich St. (bet. Laight & Vestry St.) $50
212 274-0428

Tribeca **Takahachi Tribeca***

145 Duane St. (Church & W. Broadway) $35
212-571-4130

Tribeca **Zutto***

77 Hudson St. (bet. Jay & Harrison St.) $40
212-233-3297

Soho

Soho **Blue Ribbon Sushi**

119 Sullivan St. (bet. Spring & Prince St.) $51
212 343-0404

Soho **Hiroko's Place**

75 Thompson St. (bet. Broome & Spring St.) $15
212-625-1303

Soho **Omen**

113 Thompson St. (bet. Spring & Prince St.) $30
212-925-8923

Soho **Soaan Soho***

210 6th Ave. (at Prince St.) $20
212-807-7421

Brooklyn

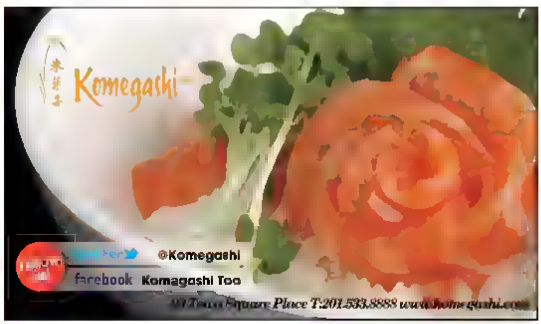
Brooklyn **1 or 8***

66 S. 2nd St. (bet. Wythe & Kent Ave.) $32
718-384-2152

Brooklyn **Bazu***

280 Grand St. (bet. Havemeyer & Roebling St.) $30
718-384-7770

Owned by the same company as Soba Bar Hagi
Izakaya IROHA
Bring this ad and
get a free beer
limited to one glass (12oz) per person
valid through 8/31/2012
152 W. 49th St. (bet. 6th & 7th Ave.) TEL: 212-398-9049
Lunch: Mon-Fri 11:30am-3pm. Dinner: everyday 5pm-12am



Sushi Lounge
Eat Fresh Sushi
WWW.SUSHILOUNGENYC.COM
132 St.Mark's Place Open 7 Days 12:00pm-1:30am Sun.&Mon.till 1:30pm
SUSHI50%OFF All Day! FREE DELIVERY 212-598-1188
HAPPY HOUR50%OFF 10PM - CLOSE Draft Beer & Japanese Cocktails
NOODLE CAFE Zen

Brooklyn

Fushimi
3316 4th Ave (bet. 33rd & 34th St.) $38
718-633-7789

Geido*
331 Flatbush Ave (bet. Park & Prospect Pl.) $25
718-638-9898

Hibinn
333 Henry St. (at Pacific St.) $35
718-260-8052

Iron Chef House
92 Clark St. (bet. Monroe Pl. & Henry St.) $15
718-858-8517

IZAKAYA on SMITH*
176 Smith St. (bet. Wyckoff & Warren St.) $20
718-855-2277

Ki Sushi
122 Smith St. (bet. Dean & Pacific St.) $30
718-935-0575

Mizu
182 Bedford Ave. (bet. 6th St & 7th St.) $20
718-782-5668

Naruto Ramen
276 5th Ave. (bet. 1st & Garfield St.) $12
718-832-1111

Osako
272 Court St. (bet. Degraw & Kane St.) $30
718-643-0044

Oshima Restaurant
71 7th Ave. (bet. Berkeley & Lincoln Pl.) $25
718-783-1899

OZU*
78 Clark St. (bet. Hicks & Henry St.) $20
718-797-3288

qoo Robata*
357 Metropolitan Ave. (at Havemeyer St.) $25
718-384-9483

Sakura 6
837 Manhattan Ave. (bet. Calyer & Noble St.) $10
718-349-7888

Sapporo Hare Japannsn
622 Manhattan Ave. (Driggs & Nassau Ave.) $16
718-389-9721

Supercore*
305 Bedford Ave. (bet. S. 2nd & S. 1st St.) $20
718-302-1629

Tonzan
7116 16th Ave. (at 71st St.) $30
718-621-3236

Zenkichi*

Since 2006 Zenkichi has been offering Tokyo-style seasonal small plates to homesick Japanese as well as New Yorkers who crave authentic Japanese culinary experience beyond sushi. Hidden away in the recessed semi-private dining booths diners can savor the 8-course Omakase tasting menu and indulge in premium sake from one of the most elite sake selections in the city. Guests must be 18 years or older to be accommodated.

77 N. 6th St. (at Wythe Ave.) $40
718-388-8965 www.zenkichi.com M

ZuZu Ramen
173 4th Ave. (at Degraw St.) $20
718-398-9888

Queens

ARIYOSHI*
41-13 Queens Blvd. Sunnyside, NY 11104 $18
718-937-3266

Bistro 33
18-33 Ditmars Blvd. Astoria, NY 11105 $20
718-721-1833

gowasabi*
34-02 30th Ave. Astoria, NY 11103 $23
718-204-7354

Hakata
37-02 Prince St. Flushing, NY 11354 $13
718-321-0290

Hinomaru Ramen
33-16 Ditmars Blvd. Astoria, NY 11105 $15
347-782-2643

KATSUNO*
103-01 Metropolitan Ave. Forest Hills, NY $35
718-575-4033

Kyoto Sushi
153-11 Union Tpk. Flushing, NY 11354 $25
718-380-7777

LINN Wafu Dining *
29-13 broadway Astoria, NY 11106 $30
718-204-0060

Narita
107-06 70th Rd Forest Hills, NY 11375 $20
718-263-2399

Oishi Sushi
37-04 Ditmars Blvd. Astoria, NY 11105 $20
718-626-0560

Shiro of Japan Atlas Pk
80-40 Cooper Ave. Glendale, NY 11385 $20
718-326-0704

SUSHI ISLAND*
87-11 Queens Blvd. Elmhurst, NY 11373 $20
718-803-3033

Udon West
13780 Northern Blvd. Flushing, NY 11354 $10
718-359-2324

Watawe Sushi*
33-10 Ditmars Blvd. Astoria, NY 11105 $28
718-545-8585

Long Island

Benihana
2105 Northern Blvd. Manhasset, NY 11030 $30
516-627-8400

Benihana
920 Merchant's Concourse Westbury, NY $30
516-222-8091

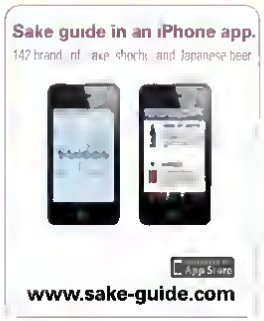
Inatome Japanese Steak House*
6 5th St. Valley Stream, NY 11581 $28
516-872-0419

Isono
214 Jericho Tpk. Floral Park, NY 11001 $25
516-437-4552

Koban Restaurant*
2016 Merrick Rd. Merrick, NY 11566 $30
516-223-9200

Koiso
540 Westbury Ave. Carle Place, NY 11514 $20
516-333-3434

KuraBarn
475 New York Ave. Huntington, NY 11743 $30
631-673-0060



Sake Jargon vol.5

YAMAHAI

Shortened from "yamaoroshi-haishi-moto" this style is quite similar to "kimoto" in terms of the processes. Its name comes from the elimination of one of the processes called "yamaoroshi", a scientific discovery made about 90 years ago and the most difficult part in the kimoto style of brewing. Much like kimoto style sake, yamahai style sake is full-bodied, deep and rich in flavor.

Long Island **Karofuae***
77 Commack Rd Commack, NY 11725 $20
631-462-1075

Long Island **Mumaa Restaurant ***
1300 Franklin Ave Garden City, NY 11530 $32
516-747-3343

Long Island **Nagashima***
12 A-1 Jericho Tpk Jericho, NY 11753 $25
516-338-0022

Long Island **Rock-a-Sake Port WA**
90 Main St Port Washington, NY 11050 $30
516-883-7253

Long Island **Sapporo**
3285 Merrick Rd Wantagh, NY 11793 $18
516-785-3153

Long Island **Sea Restaurant***
23 Main St Sag Harbor, NY 11963 $45
631-725-1774

Long Island **Shiro of Japan***
401 Old Country Rd Carle Place, NY 11514 $20
516-997-4770

Long Island **SUSHI ICHI**
700 N Country Rd Setauket, NY 11733 $25
631-689-3111

Long Island **TAIKO Restaarant**
15 S Village Ave Rockville Ctr, NY 11570 $20
516-678-6143

Long Island **Taka Sushi***
821 Carman Ave Westbury, NY 11590 $28
516-876-0033

Long Island **Tonga ***
198 Jericho Tpk Floral Park, NY 11001 $20
516-352-1116

Long Island **Restaarant Yamaguchi***

Since 1968, serving the locals authentic Japanese home cooking and fresh sushi. You will eppreciate the authenticity and generous portions. As de from the regular menu daily lunch specials and the Chef Specials are popular among the local patrons
63 Main St Port Washington, NY 11050 $25
516-883-3500

Long Island **Yaki's Palette Tea***
151 Merrick Ave Merrick, NY 11566 $25
516-867-8738

The Bronx

The Bronx **OHANA**
500 City Island Ave Bronx, NY 10464 $35
718-885-0700

Westchester

Westchester **Hajime***
267 Halstead Ave Harrison, NY 10528 $35
914-777-1543

Westchester **Momiji***
251 Halstead Ave Harrison, NY 10528 $25
914-835-1078

Westchester **Naaase**
522 Mamaroneck Ave White Plains, NY 10605 $50
914-285-5351

Westchester **Nishi**
473 Ashford Ave Ardsley, NY 10502 $25
914-693-2500

Westchester **Noda***
200 Hamilton Ave White Plains, NY 10601 $25
914-949-0850

Westchester **Sakaaaya Sushi**
14 North Central Ave Hartsdale, NY 10530 $16
914-949-9065

Westchester **Sazaa Restaurant***
725 Saw Mill River Rd Ardsley, NY 10502 $23
914-674-0915

Westchester **Tanto***
839 White Plains Rd Scarsdale, NY 10583 $10
914-725-9100

Westchester **Tsuru**
259 N Central Ave Hartsdale, NY 10530 $25
914-761-0957

Upstate

Upstate **Karuta**
77 Quaker Ridge Rd New Rochelle, NY 10804 $15
914-636-6988

Upstate **Kiko Hoase**
11-21 E Washington Ave Pearl River, NY 845-735-8885 $25

Upstate **Sakurabana NY**
328 Route 59 Central Nyack, NY 10960 $20
845-727-3939

New Jersey

New Jersey **Ajihai Pracetna**
11 Chambers St Princetone, NJ 08542 $20
609-252-1158

New Jersey **Akai Sashi Louage**
11 N Dean St Englewood, NJ 07631 $16
201-541-0088

New Jersey **Aoyama**
1362 Washington Valley Rd Martinsville, NJ 732-271-2558 $18

New Jersey **Asahi Japaaese***
1475 Bergen blvd Fort Lee, NJ 07024 $17
201-944-5113

New Jersey **Dainatsu***
960 Mountain Ave Mountainside, NJ 07092 $25
908-233-7898

New Jersey **East Japaaese**
1405 Teaneck Rd Teaneck, NJ 07666 $20
201-837-1290

New Jersey **Higo Battan***
2024 Center Ave #J & K Fort Lee, NJ 07024 $15
201-461-5495

New Jersey **Ichi Umi Restaurant**
352 Menlo Park Dr Edison, NJ 08837 $30
732-906-2370

New Jersey **ICHIBAN**
778 Bloomfield Ave W Caldwell, NJ 07006 $22
973-806-7178

New Jersey **Italiaa Tomato (Mitsuwa)**
595 River Rd Edgewater, NJ 07020 $7
201-941-5113

New Jersey **Kaaama***
783 Palisade Ave Cliffside Park, NJ 07010 $25
201-886-0980

New Jersey **KIKU**
365 Rt. 17 S Paramus, NJ 07652 $40
201-265-7200

New Jersey **Komegashi***
103 Montgomery St Jersey City, NJ 07302 $25
201-433-4567

New Jersey **Masa Sushi & Grill***
91 W Allendale Ave Allendale, NJ 07401 $30
201-934-6618

New Jersey **Komegashi toa***

Located n waterfront Jersey City Komegashi has the most gorgeous view overlooking Manhattan skyline, offers exciting sushi selections. Try their Chirashi Royale the freshest pick by the chef with selections from Japan and domestic. Only 5 min. PATH from NYC!
99 Town Sq Pl Jersey City, NJ 07310 $30
201-533-8888 www.komegashi.com

New Jersey **Monster Sushi***
395 Springfield Ave Summit, NJ 07901 $25
908-598-1100

New Jersey **Princeton Tomo Sushi**
236 Nassau St Princeton, NJ 08542 $15
609-924-8478

New Jersey **Raku Izakaya**
209 Main St Fort Lee, NJ 07024 $25
201-585-0707

New Jersey **Sakara-baaa***
43 Franklin Ave Ridgewood, NJ 07450 $25
201-447-6525

New Jersey **Santohka (Mitsuwa)**
595 River Rd Edgewater, NJ 07020 $10
201-941-1004

New Jersey **Saaaki Saado (Mitsuwa)**
595 River Rd Edgewater, NJ 07020 $10
201-941-1113

New Jersey **Sugi**
2117 Rt 4 E Fort Lee, NJ 07024 $22
201-461-8100

New Jersey **TATSUMI***
1034 River Rd Edgewater, NJ 07020 $25
201-969-0202

New Jersey **Toya Restaurant***
458 Anderson Ave Cliffside Park, NJ 07010 $25
201-617-5532

New Jersey **Umeya**
156 Piermont Rd Cresskill, NJ 07626 $25
201-816-0511

New Jersey **Yakitori 39**
252-254 Degraw Ave Teaneck, NJ 07666 $35
201-692-0700

Connecticut

Connecticut **Ahis**
361 Greenwich Ave Greenwich, CT 06830 $30
203-862-8100

Connecticut **Kazu**
64 N Main St Norwalk, CT 06854 $25
203-889-7482

CAFE

Upper West **Beard Papas Upper W.**
2167 Broadway (bet. 77th & 78th St.) Cream Puffs
212-799-3770

Upper East **Choux Factory**
1965 1st Ave (bet. 97th & 98th St.) Cream Puffs
212-289-2023

Midtown West **Cafe Zaiya Midtowa W.** Bakery
1073 6th Ave 2nd Fl (bet. 40th & 41st St.)
212-764-6785

Midtown West **Miaamoto Kitchoan** Confectionery
605 5th Ave (bet. 48th & 49th St.)
212-489-3747

Midtown East **Cafe Zaiya Midtowa E.** Bakery
18 E. 41 St (bet. Madison & 5th Ave.)
212-779-0800

Midtown East **Choax Factory** Cream Puffs
985 1st Ave (bet. 56th & 49th St.)
212-223-0730

East Village **Cafe Zaiya East Village** Bakery
51 Cooper Sq. (bet. 7th St. & St. Marks Pl.)
212-253-9700

East Village **Chikalicious** Dessert Bar
203 E 10th St (bet. 1st & 2nd Ave.)
212-475-0929

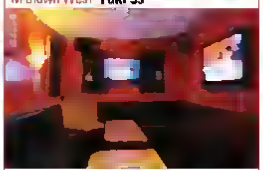
East Village **PANYA** Bakery
8 Stuyvesent St (bet. 9th St. & 3rd Ave.)
212 777 1900

New Jersey **Miaamoto Kitchoan** Confectionery
595 River Rd Edgewater, NJ 07020
201-313-9335

New Jersey **Parisieana** Bakery
250 Main St Fort Lee, NJ 07024
201 582 7878

KARAOKE

Upper East **Iggy's** $1 /song
1452 2nd Ave (bet. 75th & 76th St.)
212-327-3043

Midtown West **Yuki 55**

Sing and dine at Yuki 55, their menus are from their Japanese restaurant downstairs. New songs are frequently added. English, Korean, Chinese, Japanese and Filipino songs are available. Drinks and room charges are half price during Happy Hour (5pm-7pm). The Two Hour Party Set ($35) includes appetizer, sushi and unlimited drinks. Open 7 days till 3:30am. They offer a karaoke bar and private rooms accommodate up to 20 people.
253 W. 55th St (bet. Broadway & 8th Ave.) $8/h per person
212-765-1219

Midtown East **Big Apple Karaoke***

Divide and conquer! Split the wild party room price with your friends as low as $19/room. 11 rooms accommodate groups of 2 to 18 people and even only yourself (Solo-Oke package $8/h one drink included). Equipped with iPad remotes, Bose speakers and 100,000 songs in 15 languages. Open 7 days a week, Mon-Wed 5pm to 2am, Thu and Sun 2pm to 2am, Fri and Sat 2pm to 4am. Check out our unbeatable rates!
305 E. 53rd St. (bet. 1st & 2nd) 2nd Fl $10 /h per room
212-486-0055 www.bigapplekaraoke.net

Midtown East **Box Saack Riki** $10/h $30 min
141 E. 45th St 2 Fl (bet. 3rd & Lexington Ave.)
212-599-5812

Midtown East **Japas 38** $8/h /person
5 E 38th St (bet. Madison & 5th Ave.)
212-673-4040

Midtown East **Karaoke Oaet 48*** $4/h /person
304 E 46th St (bet. 1st & 2nd Ave.)
212-753-0030

Korea Town — 5 Bar Karaoke
28 W 32nd St 5F (bet. 5th Ave & Broadway) | $30 /room
212-564-6644

Korea Town — Chorus Koraoke
25 W 32nd St 3Fl (bet. 5th Ave & Broadway) | $2/song $40/room
212-967 2244

Korea Town — Gagopa Karaoke
28 W 32nd St (bet 5th Ave & Broadway) | $30- /room
212-967-5353

Korea Town — Grammy Koraoke
23 W 32nd St (bet 5th Ave & Broadway) | $40 /room
212-629-7171

Korea Town — Karaoke Duet 35*
53 W 35th St 2 Fl (bet 5th & 6th Ave.) | $4/h /person
646-473-0826

Korea Town — MK
11 W 32nd St 5 Fl (bet 5th Ave & B'way) | $40/h /room
212-594-3430

Korea Town — Kadia Star Karaoke
3 W 35th St (bet 5th & 6th Ave.) | $40 /room
212-564-2520

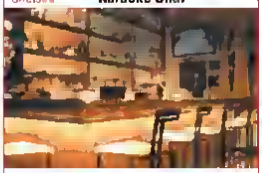
Gramercy — Music Story
34 32nd St 5 Fl (bet. Park Ave S & Madison Ave) | $40 /room
212-684-4244

West Village — Apple Kestaarant
17 Waverly Pl (bet Greene & Mercer St.) | $10/cover /room
212-473-8668

West Village — Koraoke Cave
9 E 13th St. (bet University Pl & 5th Ave.) | $35- /room
646-250-5670

West Village — NEMO
54 East 13th St. (bet B way & Univ Pl.) | $8/h /person
212-477-1177

Chelsea — Karaoke Ona7



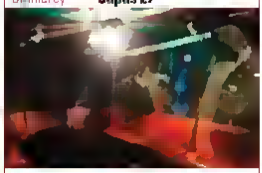
They offer the city s largest song select on n 16 d fferent languages and new songs are added monthly Sing at the kar for $2 per song or s ng s a private room for $8/h (Sun Wed $6/h) per person Drinks and room charges are half pr ce dur ng Happy Hour (2pm-7pm) Large party rooms available Call for reservat on Open 7 days from 2pm to 4am (except Mon from 5pm) *May close early on weekdays w/o notice
29 W 17th St. (bet. 5th & 6th Ave.) | $2/song
212-675-3527 www.karaoke17.com

East Village — Plaaet Kose
212 Ave. A (bet. 13th & 14th St.) | $2/song
212 353-9500

East Village — Second ae Second
27 2nd Ave (bet 1st & 2nd St.) | $30/h /room
212-473-2922

East Village — Sing Sing (Ava A)*
SING-SING KARAOKE AVENUE A
Among the newest and trendiest restaurants on Avenue A, Sing S ng offers a bar lounge and 15 private rooms for karaoke It is a perfect place for a get-together with friends after dinner Large party rooms are available for up to 30 people OPEN 7 DAYS
81 Ave A (bet 4th & 6th St) | $7/h per person
212-674-0700 www.karaokesings ng.com

Gramercy — Japas 27*



Sing your heart away at Japas 27!! They offer ka aoke rooms at no charge ($10 min mum per person Sunday through Thursday only) Their kitchen s open until 3am everyday with a select on of over 50 food items Unlim ted Drink Plan s only $14 95 per person for 2 hours, with food it s only $19 95 per person for 2 hours Private rooms are also available Please inquire with n
366 3rd Ave (bet. 25th & 27th St.) | $10/ person
212 685 2323 www.japas27.com

East Village — Slag Slag (St. Marks)*
SING-SING KARAOKE ST MARKS
Conveniently located on St Marks Street n the heart of the East V llage S ng Sing s a Karaoke lounge with 16 Pr vate Rooms This brand new lounge is a great spot for young adults who love to sing OPEN 7 DAYS 1:00PM-4:00AM Party@karaokes ngsing com
9 St Marks Pl 2Fl (bet 2nd & 3rd Ave.) | $7/h per person
212-387 7900 www karaokes ngs ng com

East Village — U2 Karaoke Loeege
8 St. Marks Pl (bet. 2nd & 3rd Ave.) | $8/h
212 228-6250

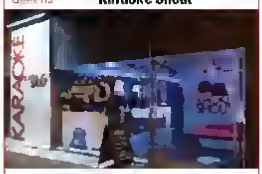
Lower Mhn — Asia Koma
40 Mulberry St (bet Worth & Bayard St.) | No charge
212 385-1133

Lower Mhn — Biny Karaoke Bar
8 Thompson St 2 Fl (bet 8th Ave & Canal St.) | $30/h /box
212-334-5490

Lower Mhn — Mott Karaoke Loeege
43 Mott St (bet Worth & Bayard St.) | min $30 /room
212-693-0004

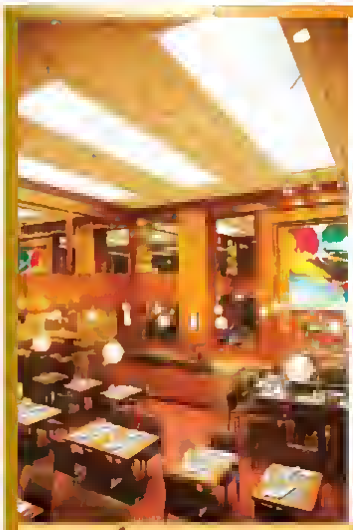
Brooklyn — 100 Faa
932 60th St (5th Ave & Fort Hamilton Pkwy.) | $40/h /room
718-436-6813

Queens — Karaoke Shout*



120 900 songs in 16 d fferent languages ava lable 20,000 English songs and songs in Hindi and Thai that are rarely ava lable in the U S Your party will be much more exciting n the high tech karaoke rooms 11 private rooms are equipped w th LED l ghtings that change colors with each song Enter songs us ng a w f touch system on the in-set screens and ipods Chopst cks NY readers rece ve 10% discount with this ad Open 7 days!
32-47 Steinway St Astor a NY 11103 | $3 7/h person
718-569-0050 www.karaokeshout.com

* Chopsticks NY available to pick up



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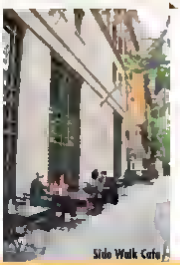

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Other Asian Restaurant Guide

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CHINESE

Upper West — Ivy's Cafe*
154 W 72nd St (bet Columbus & Amsterdam Ave) | 212-787 3333 — $25

Upper West — Ollies
1551 Broadway (bet 47th & 48th St) | 212-595-8181 — $15

Upper West — Ollie's
2957 Broadway (at 116th St) | 212-932-3300 — $15

Upper West — Shee Lee West
43 W 65th St (Central Park W & Columbus) | 212-595-8535 — $35

Upper East — Cafe Evergreen
1307 1st Ave (bet 73rd & 74th St) | 212-744-3266 — $30

Upper East — Chinatown East
1950 3rd Ave (bet 102nd & 103rd St) | 212-987 3500 — $18

Upper East — Lik's Noodle & Grill
1503 3rd Ave (bet 84th & 85th St) | 212-633-1313 — $25

Upper East — Oer Place
242 E 79th St (bet 2nd & 3rd Ave) | 212-288-4888 — $25

Upper East — Philippe
33 E 60th St (bet Park & Madison Ave) | 212-644-9885 — $45

Upper East — Pig Heaven
1540 2nd Ave (bet 80th & 81st St) | 212.744-4333 — $15

Upper East — Shanghai Pavilion
1378 3rd Ave (bet 78th & 79th St) | 212-585-3388 — $37

Upper East — Szechuan Gourmet
1395 2nd Ave (at 73rd St) | 212-737 1838 — $25

Midtown West — Chiee Grill
60 W 53rd St (bet 5th & 6th Ave) | 212 333 7758 — $66

Midtown West — Joe's Shanghai*
24 W 56th St (bet 5th & 6th Ave) | 212-333-3868 — $28

Midtown West — Ollie's
411 W 42nd St (at 9th Ave) | 212-921-5988 — $15

Midtown West — Soby Foo's Times Sq.
1626 Broadway (bet 49th & 50th St) | 212-489-5600 — $30

Midtown West — Tong Pavilion
65 W 56th St (bet 5th & 6th Ave) | 212-956-0188 — $25

Midtown West — Wu Liang Ye
36 W 44th St (bet 5th & 6th Ave) | 212-391-2388 — $35

Midtown East — Che Chin
218 E 49th St (bet 2nd & 3rd Ave) | 212-888-4555 — $30

Midtown East — Dynasty Sung
511 Lexington Ave 2 Fl (at 48th St) | 212 355-1200 — $35

Midtown East — Evergreen 38
10 E 38th St (bet Madison & 5th Ave) | 212-448-1188 — $25

Midtown East — Grand Sichuan
1049 2nd Ave (bet 55th & 56th St) | 212-355-5955 — $20

Midtown East — Lychee House
141 E 56th St (bet 3rd & Lexington Ave) | 212-753-3300 — $20

Midtown East — Man Noodle Shop
922 2nd Ave (at 49th St) | 212-888-0027 — $15

Midtown East — MG K's*
570 Lexington Ave (at 51st St) | 212-583-1988 — $50

Midtown East — Peking Duck House*

BEST PEKING DUCK IN NYC. The house specialty and a crowd favorite. The duck is roasted in an oven until the meat is tender and the skin is crispy. Bring this ad and you will get 10% off lunch. Valid 7 days a week.

230 E 53rd St (bet 2nd & 3rd Ave) | 212-759-6260 www.pekingduckhousenyc.com — $33

Midtown East — Phoenix Garden
242 E 40th St (bet 2nd & 3rd Ave) | 212-883-0688 — $20

Midtown East — Shih Lee
311 E 45th St (bet 1st & 2nd Ave) | 212-867-0311 — $10

Midtown East — Shee Lee Palace
155 E 55th St (bet 3rd & Lexington Ave) | 212-371-8144 — $35

Chelsea — Grand Sichuan
229 9th Ave (at 24th St) | 212-620-5200 — $20

Chelsea — Sickshow Dumpling
51 W 23rd St (bet 5th & 6th Ave) | 212-924-9220 — $15

Greenwich Village — Grand Sichuan
227 Lexington Ave (bet 33rd & 34th St) | 212-679-5770 — $25

Greenwich Village — The Cottage*
33 Irving Place (at 16th St) | 212-505-8600 — $12

West Village — Chinatown Brasserie
380 Lafayette St (at Great Jones St) | 212-533-7000 — $30

West Village — Empire Szechuan
173 7th Ave S (at Perry St) | 212-243-6046 — $15

West Village — Shanghai Square
11 E 13th St (bet University Pl & 5th Ave) | 646-486-7313 — $20

East Village — BaoHaus
238 E 14th St (bet 2nd & 3rd Ave) | 646-669-8988 — $14

East Village — Dumpling Man*
100 St. Marks Pl (bet 1st Ave & Ave A) | 212-505-2121 — $11

Lower Manhattan — ABC Chinese Restaurant
34 Pell St (bet Bowery & Mott St) | 212 346-9390 — $25

Lower Manhattan — Amazing 66
66 Mott St (bet Bayard & Canal St) | 212-334-0099 — $25

Lower Manhattan — An Mandarin
200-250 Vesey St (at West St) | 212 385-0313 — $30

Lower Manhattan — Big Wong
67 Mott St (bet Bayard & Canal St) | 212 964-0540 — $13

Lower Manhattan — Congee Village
100 Allen St (bet Broome & Delancy St) | 212-941-1818 — $16

Lower Manhattan — Dim Sum Go Go
5 E Broadway (bet Catherine St & Rowery) | 212 732-0797 — $15

Lower Manhattan — Excellent Dumpling
111 Lafayette St (bet Walker & Canal St) | 212 219-0212 — $10

Lower Manhattan — Golden Unicorn
18 E Broadway (bet Market & Catherine St) | 212 941-0911 — $20

Lower Manhattan — Jing Fong
20 Elizabeth St (bet Bayard & Canal St) | 212-964-5256 — $20

Lower Manhattan — Joe's Ginger
25 Pell St (at Doyers St) | 212 275-0333 — $20

Lower Manhattan — Jon's Shanghai
9 Pell St (bet Bowery & Mott St) | 212-233-8888 — $20

Lower Manhattan — Lin's Dumpling House
29 Bowery (at Bayard St) | 212-349-0923 — $10

Lower Manhattan — Mandarin Court
61 Mott St (bet Bayard & Canal St) | 212-608-3838 — $15

Lower Manhattan — New Bo-Ky
90 Bayard St (bet Mott & Mulberry St) | 212-406-2292 — $10

Lower Manhattan — Nice Green Bo
66 Bayard St (bet Elizabeth & Mott St) | 212-625-2355 — $15

Lower Manhattan — Oriental Garden
14 Elizabeth St (bet Bayard & Canal St) | 212-619-0085 — $35

Lower Manhattan — Ping on Mott
22 Mott St (bet Chatham Sq & Pell St) | 212-602-5988 — $25

Lower Manhattan — Shanghai Cuisine*
89 Bayard St (at Mulberry St) | 212-732-8988 — $25

Queens — East Manor
46-45 Kissena Blvd Flushing NY 11355 | 718-888-8388 — $25

Queens — Himalayan Yak Restaurant*
72-20 Roosevelt Ave Jackson Heights NY 11372 | 718-779-1119 — $15

KOREAN

Midtown West — Bcee
380 W 50th St (bet 9th & 9th Ave) | 212-582-4488 — $30

Midtown West — Chon Chon
40 W 56th St (bet 5th & 5th Ave) | 212 213-2293 — $40

Midtown West — Danji
346 W 52nd St (bet 8th & 9th Ave) | 212-586-2880 — $44

Midtown East — Koree Palace
127 E 54th St (bet Park & Lexington Ave) | 212-832 2350 — $30

Koreatown — BCD Tofu House
17 W 32nd St (bet 5th Ave & Broadway) | 212 967 1900 — $25

Koreatown — Cho Dong Gol
55 W 35th St (bet 5th & 6th Ave) | 212-695-8222 — $30

Koreatown — Don's Bogam*
17 E 32nd St (bet Madison & 5th Ave) | 212-683-2200 — $40

Koreatown — Franchie Vegan Cafe
12 Park Ave (bet 34th & 35th St) | 212 213-1001 — $25

Koreatown — HAN BAT*
53 W 35th St (bet 5th & 6th Ave) | 212-629-5588 — $15

Koreatown — HANGAWI*
12 E 32nd St (bet 5th & Madison Ave) | 212 213-0077 — $40

Koreatown — Hyn Dang Gnk*
51 W 35th St (bet 5th and 6th Ave) | 212-695-7167 — $20

Koreatown — Kang Suh
1250 Broadway (at 32nd St) | 212-564-5845 — $30

Koreatown — Komtang House*
32 W 32nd St (bet. 5th Ave. & Broadway) | 212-947-0482 — $15

Koreatown — Kun Gang Sae*
43 W 32nd St (at Broadway) | 212 967-0909 — $20

Koreatown — Kunjip Restaurant
9 W 32nd St (bet 5th Ave & Broadway) | 212 216-9487 — $15

Koreatown — Madangsol*
35 W 35th St (bet 5th& 6th St) | 212-564-8333 — $30

Koreatown — Seoul Garden
34 W 32nd St (bet 5th Ave & Broadway) | 212 736-6002 — $20

Koreatown — Shrile
37 W 32nd St (bet. 5th Ave & Broadway) | 212 967 1990 — $25

West Village — Do Hwa
55 Carmine St (at Bedford St) | 212-414-1224 — $27

East Village — Boo Choo
9 St Marks Pl (bet 2nd & 3rd Ave) | 212 228-2887 — $20

East Village — Dok Seoi's
119 1st Ave (bet 7th St & St Marks Pl) | 212-477 3508 — $28

Lower Manhattan — Kori
253 Church St (bet Leonard & Franklin St) | 212 334-0908 — $20

Brooklyn — Dokebi*
189 Grand St (bet. Driggs & Bedford Ave) | 718-782 1424 — $25

Queens — KOSEANA*
136-20 38th Ave (Flushing NY 11354 | 718-713-0252 — $25

Westchester — Kalbi House
291 Central Ave White Plains NY 10606 | 914-328-0251 — $20

New Jersey **Gammeeok ***
485 Main Street Fort Lee, NJ 07024 $0
201-242-1333

New Jersey **Gammeeok**
110 Broad Ave Palisades Park NJ 07650 $0
201-945-6300

Pinehill Restaurant
123 Paramus Rd Paramus NJ 07652 $20
201-843-0170

THAI

Upper West **Long Grain**
2534 Broadway (at 95th St.) $22
212-666-0908

Upper East **Eat Thai**
1425 3rd Ave (bet. 80th & 81st St.) $15
212-772-1434

Upper **Spica**
1479 1st Ave (at 77th St.) $20
212-744-6374

Upper **Spica**
1411 2nd Ave (bet. 73rd & 74th St.) $20
212-366-5348

Upper East **Viang Ping**
1393A 2nd Ave (bet. 72nd & 73rd St.) $22
212-249-8494

Midtown West **Acelack Thai**
530 9th Ave (bet. 39th & 40th St.) $15
212-564-7033

Midtown West **Aara Thai**
402 9th Ave (bet. 35th & 35th St.) $14
212-971-8530

Midtown **Bangkok House**
360 W. 46th St. (bet. 8th & 9th Ave.) $18
212-541-5543

Midtown West **Braeze**
561 9th Ave (bet. 45th & 46th St.) $25
212-262-7777

Midtown **Chai Hame Kitchen**
930 9th Ave (at 55th St.) $30
212-707-8778

Midtown West **Chanpen Thai**
781 9th Ave (at 51st St.) $20
212-586-6806

Midtown West **Heng 2 Thai Bistro**
752 10th Ave (bet. 51st & 52nd St.) $15
212-765-7800

Midtown West **Pam Real Thai 47**
402 W. 47th St. (bet. 9th & 10th Ave.) $20
212-315-4441

Midtown West **Pam Real Thai 49**
404 W. 49th St. (bet. 9th & 10th Ave.) $20
212-333-7500

Midtown West **Pongsri Thai***
244 W. 48th St. (bet. Broadway & 8th Ave.) $25
212-582-3392

Midtown West **Q2 Thai**
788 9th Ave. (bet. 52nd & 53rd St.) $15
212-262-2236

Midtown West **Raam Service Midtown**
660 9th Ave. (bet. 47th & 48th St.) $25
212-582-0388

Midtown West **Thai Palate**
534 9th Ave. (bet. 39th & 40th St.) $15
212-279-9699

Midtown West **Thai Salact**
472 9th Ave. (bet. 36th & 37th St.) $12
212-695-9620

Midtown West **Tapaz Thai**
127 W. 56th St. (bet. 5th & 7th Ave.) $15
212-957-4020

Midtown West **viv Bar & Restaurant**
717 9th Ave (at 48th St.) $20
212-581-5999

Midtown West **Yum Yam 3***
656 9th Ave (at 46th St.) $15
212-956-0138

Midtown West **Yum Yam Bangkok***
650 9th Ave (bet. 45th & 46th St.) $15
212-262-7244

Midtown West **Yum Yam Too***
662 9th Ave (at 46th St.) $20
212-247-2228

Midtown East **OBAO**
222 E. 53rd St. (bet. 2nd & 3rd Ave.) $25
212-308-5588

Midtown East **Rein Thai Restaurant***
220 53rd St. (bet. 2nd & 3rd Ave.) $16
212-752-3333

Midtown East **Talent Thai Kitchen**
210 E. 34th St. (bet. 2nd & 3rd Ave.) $11
212 725-8686

Chelsea **Pad Thai**
114 9th Ave. (bet. 15th & 16th St.) $20
212-691-6226

Chelsea **Pangsri Chelsea**
165 W. 23rd St. (bet. 6th & 7th Ave.) $20
212-645-8808

Chelsea **Regional Thai***
200 7th Ave. (bet. 21st & 22nd St.) $15
212-807-9972

Chelsea **Raam Service**
168 9th Ave. (bet. 18th & 19th St.) $25
212-691-0288

Chelsea **Rayal Siam**
240 8th Ave. (bet. 22nd & 23rd St.) $25
212-741-1732

Chelsea **Silom Thai**
150 8th Ave. (bet. 17th & 18th St.) $25
212-675-0080

Chelsea **Spice**
155 8th Ave. (at 20th St.) $20
212 989-1116

Chelsea **Thai Chat-Yo**
233 9th Ave. (bet. 24th & 25th St.) $11
212-486-2170

Gramercy **Bangkok 2 Thai***
340 1st Ave. (bet. 20th & 21st St.) $14
212-473-4480

Gramercy **Jaiya Thai**
396 3rd Ave. (bet. 28th & 29th St.) $25
212-683-1330

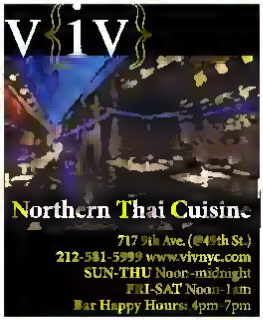
Gramercy **Lemongrass Grill**
138 E. 34th St. (bet. 3rd & Lexington Ave.) $16
212 213-3317

Gramercy **Rhang Tiam**
31 E. 21st St. (bet. 5th Ave. & Broadway) $20
212-420-7500

Gramercy **Taan Thai Cuisine**
17 E. 31st St. (bet. Madison & 5th Ave.) $15
212 213-3773

Gramercy **Taan Thai Cafe***
435 Park Ave. S. (bet. 29th & 30th St.) $25
212-684-8688

West Village **Galanga**
149 W. 4th St. (at. 6th Ave.) $15
212-228-4267



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212-582-3392

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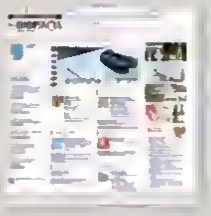

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West Village **SEA**
535 Washington St. (at W. 12th St.) $15
212-243-3339

West Village **Tue Thai Food***
3 Greenwich Ave (6th Ave. & Christopher St.) $20
212-929-9689

East Village **Kati Thai Cuisine**
347 E. 14th St. (bet. 1st & 2nd Ave.) $11
212-533-2045

East Village **Kloog**
7 St. Marks Pl. (bet. 2nd & 3rd Ave.) $15
212-505-9155

East Village **Spice**
39 E. 13th St. (bet. Broadway & Union Sq.) $20
212-982-3759

East Village **Spice**
104 2nd Ave. (at 5th St.) $20
212-533-1300

East Village **Tei Thei**
75 E. 1st St. (bet. 1st Ave. & Ave. A) $12
212-777-2552

Lower Mhn **Hi Thei**
123 Ludlow St. (bet. Delancy & Livingston St.) $14
212-477-7524

Lower Mhn **Kume Ine**
113 Ludlow St. 2Fl (Delancey & Rivington St.) $25
212-353-0966

Lower Mhn **Pongsri Chinatown**
106 Bayard St. (at Baxter St.) $20
212-349-3132

Lower Mhn **Sticky Rice**
45 Orchard St. (bet. Grand & Broome St.) $15
212-274-8201

Soho **Kitichet**
60 Thompson St. (bet. Broome & Spring St.) $38
212-219-2000

Soho **Peep**
177 Prince St. (bet. Thompson & Sullivan St.) $20
212-254-7337

Brooklyn **Chai Home Kitchen***
124 N. 6th St. (at Berry St.) $16
718-599-5899

Brooklyn **Lily Thei**
615 Grand St. (bet. Leonard & Lorimer St.) $15
718-218-7522

Brooklyn **Pagoda Thailend**
333 Graham Ave. (Devoe & Metropolitan Ave.) $30
718-388-9445

Brooklyn **SEA**
114 N. 6th St. (at Berry St.) $20
718-384-1450

Brooklyn **Tei Thei**
206 Bedford Ave. (bet. N. 5th & N. 6th St.) $30
718-599-5556

Long Island **Phao Restaurent**
29 Main St. Sag Harbor NY 11963 $35
631-725-0101

VIETNAMESE

Upper West **Saigon Grill***
620 Amsterdam Ave. (at 90th St.) $25
212-875-9072

Upper East **Asie Grill**
1817 2nd Ave. (at 34th St.) $20
212-753-9618

Upper East **Vermicelli**
1432 2nd Ave. (bet. 77th & 78th St.) $20
212-288-8868

Midtown East **Le Colonial**
149 E. 57th St. (bet. 3rd & Lexington Ave.) $35
212-752-0808

Koreatown **PHO32 & SHABU***
2 W. 32nd St. (bet. 5th Ave. & Broadway) $30
212-695-0899

Murray **Beo Noodles**
391 2nd Ave. (bet. 22nd & 23rd St.) $22
212-725-7770

West Village **Saigon Market**
93 University Pl. (bet. 11th & 12th St.) $25
212-982-3681

Lower Mhn **Nhe Treen**
57 Baxter St. (bet. Bayard & Canal St.) $15
212-233-5941

Tribeca **Viet Cafe**
345 Greenwich St. (bet. Jay and Harrison St.) $25
212-431-6888

Brooklyn **Nicky's Viet**
311 Atlantic Ave. (bet. Hoyt & Smith St.) $9
718-855-8838

OTHER

Upper West **Asie Kae**
710 Amsterdam Ave. (bet. 94th & 95th St.) $25
212-280-8879

Upper West **Asiete**
80 Columbus Cir. 35 Fl. (at 60th St.) $135
212-805-8800

Upper East **88 Fusion**
169 2nd Ave. (at 10th St.) $20
212-288-4639

Upper East **Amber***
1400 3rd Ave. (at 80th St.) $25
212-249-5020

Midtown East **Gobo**
1426 3rd Ave. (at 81st St.) $31
212-288-4696

Midtown West **Blue Ribbon Sushi Bar & Grill**
308 W. 58th St. (bet. 8th & 9th Ave.) $61
212-397-0404

Midtown West **Rue 57**
60 W. 57th St. (at 6th Ave.) $45
212-307-5656

Midtown West **VYNL**
754 9th Ave. (bet. 50th & 51th St.) $25
212-974-2003

Midtown West **Zee Palete**
853 9th Ave. (at 56th St.) $25
212-582-1803

Midtown East **1066 Eeo Restauraet**
1066 1st Ave. (at 58th St.) $25
212-486-9308

Midtown East **Fushe Asien Cuisine**
1065 1st Ave. (at 58th St.) $35
212-752-8883

Midtown East **Hirashi Jepaeese Fusioe**
585 3rd. Ave (bet. 39th & 39th St.) $18
212-661-3288

Midtown East **Jazz at Kitano**
The Kitano Hotel 66 Park Ave. (at 38th St.) $35
212-885-7123

Chelsea **Rice ce Lexegtoe Ave**
115 Lexington Ave. (at 29th St.) $20
212-686-5400

Gramercy **Oi Asiee Eetery**
31 W. 14th St. (bet. 5th & 6th Ave.) $18
212-929-9617

West Village **Betel**
51 Grove St. (bet. Bleeker St. & 7th Ave. S.) $30
212-352-0400

West Village **Cafe Asean**
117 W. 10th St. (bet. 6th & Greenwich Ave.) $22
212-633-0348

West Village **Gobo**
401 6th Ave. (bet. 8th St. & Waverly Pl.) $20
212-255-3242

East Village **Freed House**
109 3rd Ave. (at 13th St.) $22
212-388-1838

East Village **Lucky Cheng's**
24 1st Ave. (bet. 1st & 2nd St.) $30
212-473-0516

East Village **Prime & Beyond New York**
90 E. 10th St. (bet. 3rd & 4th Ave.) $35
212-505-0033

Flatiron **Stand4**
24 E. 12th St. (bet. Univ Pl. & 5th Ave.) $20
212-464-5900

Lower Mhn **Rice***
232 Elizabeth St. (Houston & Bleecker St.) $15
212-226-5775

Lower Mhn **Yushi**
250 Vesey St. 4 World Financial Center $12
212-945-8099

Brooklyn **Blue Ribbee Brooklye**
280 5th Ave. (bet. 1st St. & Garfield Pl.) $55
718-840-0404

Brooklyn **Purple Yam**
1314 Cortelyou Road (bet. Argyle & Rugby Rds.) $30
718-940-8199

Brooklyn **Rice**
81 Washington St. (bet. York & Front St.) $25
718-222-8940

Long Island **TOKU**
2014C Northern Blvd. Manhasset, NY 11030 $55
516-627-8658

New Jersey **AOZORA Resteurant**
407 Bloomfield Ave. Montclair NJ 07042 $30
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Chopsticks NY® would like to get as much feedback from readers as possible. Please tell us what you think about Chopsticks NY® by answering the following questions.

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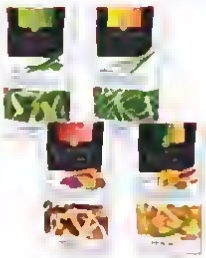

Vacuum Fried Vegetable is a new type of crunchy snack food in which food materials are cooked in a short time by using Vacuum Fry technology. The vegetables are rendered crisp, and their vibrant natural color and most of their nutritional value are preserved. Enjoy 4 varieties in the set: Okra, Snap Beans, Potato Mix and Vegetable Mix. The prize is available for pick-up at Chopsticks NY office only, from 8/29 to 8/31, 1 to 5pm

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Q2 Which flavor are you most interested in and why?

Flavor:

Reason:

Q3 In which situation would you most likely enjoy this product? Ex:snack, dinner, diet food, etc.

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❑ Hispanic ❑ Multiracial ❑ Caucasian ❑ Other

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Two Ways to Answer the Survey

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Grocery & Sake Guide

The following is a list of stores where you can buy Japanese food and liquor

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GROCERY

M2M B'way & 114th
2535 Broadway (bet 114th & 115th St.) — Japanese
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125 E 47th St (bet. 3rd & Lexington Ave.) — Japanese
212-755-7280

Katagiri & Co.,Inc*
224 E 59th St (bet. 2nd & 3rd Ave.) — Japanese
212-755-3566

Sunrise Mart Midtown*
12 East 41st St (bet. 5th & Madison Ave.) — Japanese
646-380-8280

TOMIYA*
238 E. 53rd St. (bet. 2nd & 3rd Ave.) — Japanese
212-510-7311

Yagura
24 E. 41st St. (bet. Madison & 5th Ave.) — Japanese
212-679-3777

H Mart Han Ah Reum
25 W. 32nd St. (bet. 5th Ave. & Broadway) — Korean
212-695-3283

Woorijip
12 W. 32nd St. (bet. 5th Ave. & Broadway) — Korean
212-244-1115

Japan Premium Beef
57 Great Jones St. (bet. Bowery & Lafayette St.) — Other
212-260-2333

M2M E. Village*
55 3rd Ave. (bet. 10th & 11th St.) — Japanese
212-353-2656

Sunrise Mart Astor Pl.*
4 Stuyvesant St. 2 Fl. (bet. 9th St. & 3rd Ave.) — Japanese
212-598-3040

Tokyo Mart*
31 Mulberry St. (bet. Bayard & Canal St.) — Japanese
212-962-9622

Pearl River Mart*
477 Broadway 2 Fl. (bet. Grand & Broome St.) — Chinese
212-431-0002

Sunrise Mart SoHo*
494 Broome St. (Wooster St. & W. Broadway) — Japanese
212-219-0033

Midorin*
167 N 9th St. Brooklyn, NY 11211 — Japanese
718-599-4690

Family Market*
29-15 Broadway Astoria, NY 11106 — Japanese
718-956-7925

H & Y Marketplace
150-51 Northern Blvd. Flushing, NY 11354 — Korean
718-461-1011

H Mart Northern 156
156-40 Northern Blvd. Flushing, NY 11354 — Korean
718-588-0008

H Mart Northern Blvd.
141-40 Northern Blvd. Flushing, NY 11354 — Korean
718-358-0700

H Mart Union
29-02 Union St. Flushing, NY 11354 — Korean
718-445-5657

H Mart Williston Park*
400 Hillside Ave. Williston Park, NY 11596 — Korean
516-695-0270

H Mart Woodside
59-18 Woodside Ave. Flushing, NY 11377 — Korean
718-446-0759

Sakura-ya
73-05 Austin St. Forest Hills, NY 11375 — Japanese
718-268-7220

H Mart Great Neck*
485 Great Neck Rd. Great Neck, NY 11021 — Korean
516-482-3113

Nam Japanese Foods*
1484 Main St. Port Washington, NY 11050 — Japanese
516-883-1896

Shin Nippon Do*
53 Mineola Ave. Roslyn Heights, NY 11577 — Japanese
516-625-1814

DAIDO
522 Mamaroneck Ave. White Plains, NY 10605 — Japanese
914-683-6735

Fuji Mart Scarsdale*
116 White Plains Rd. Scarsdale, NY 10583 — Japanese
914-472-1469

H & Y Marketplace
478 Plainview Rd. Hicksville, NY 11801 — Korean
516-935-4041

H Mart Hartsdale*
371 North Central Ave. Hartsdale, NY 10530 — Korean
914-448-8898

Kam Sen Foods*
22 Barker Ave. White Plains, NY 10601 — Korean
914-428-4500

NIJIYA Market*
19 N. Central Ave. Hartsdale, NY 10530 — Japanese
914-949-2178

Dishinbo*
283 Halstead Ave. Harrison, NY 10528 — Japanese
914-835-4330

Asian Market*
91 Colvin Ave. Albany, NY 12203 — Chinese
518-458-9166

H & Y Marketplace
1 Hamilton Pl. Ridgefield, NJ 07657 — Korean
201-943-7400

H & Y Marketplace
433 S. Washington Ave. Bergenfield, NJ 07621 — Korean
201-384-8288

H Mart Cherry Hill
1720 Marlton Pike E. Cherry Hill, NJ 08003 — Korean
856-489-4611

H Mart Englewood
25 Lafayette Ave. Englewood, NJ 07631 — Korean
201-871-8822

H Mart Little Ferry
280 Bergen Tpke. Little Ferry, NJ 07643 — Korean
201-814-0400

H Mart Ridgefield
321 Broad Ave. Ridgefield, NJ 07657 — Korean
201-943-9600

J MART
44 Chestnut St. Ridgewood, NJ 07450 — Japanese
201-857-5738

Mitsuwa Marketplace*
595 River Rd. Edgewater, NJ 07020 — Japanese
201-941-9113

Ridgewood Fisheries
30 Prospect St. Ridgewood, NJ 07450 — Japanese
201-670-0662

Fuji Mart Connecticut*
1212 Putnam Ave. Old Greenwich, CT 06870 — Japanese
203-698-2107

Million Asian Market
15 Orange St. New Haven, CT 06510 — Other
203-782-1234

Mindo*
39 N. Narberth Ave. Narberth, PA 19072 — Japanese
610-747-0557

Tokyo Japanese Store
5655 Ellsworth Ave. Pittsburgh, PA 15232 — Japanese
412-661-3777

SAKE

Gotham Wines & Liquors*
2517 Broadway (bet. 93rd & 94th St.) — Sake/Shochu
212-932-0490

Nancy Wine's
313 Columbus Ave. (bet. 74th & 75th St.) — Sake/Shochu
212-877-4040

Garnet Wine & Liquors*
325 Lexington Ave. (at 68th St.) — Sake/Shochu
212-772-9211

Mister Wright*
1553 3rd Ave. (bet. 88th & 90th St.) — Sake/Shochu
212-722-4564

Ambassador Wine & Spirits*
1020 2nd Ave. (at 54th St.) — Sake/Shochu
212-421-5078

Beekman Liquors
500 Lexington Ave. (bet 47 & 48th St.) — Sake
212-759-5957

Landmark Wine*
167 W. 23rd St. (bet. 6th & 7th Ave.) — Sake/Shochu
212-242-2323

MJK Liquor
161 3rd Ave. (bet 15th and 16th St.) — Sake/Shochu
212-475-8164

Union Square Wine & Spirits*
140 4th Ave. (at 13th St.) — Sake/Shochu
212-675-8100

LE DU WINES
500 Washington St. (at Leroy St.) — Sake
212-924-4986

Astor Wines & Spirits
399 Lafayette St. (at 4th St.) — Sake/Shochu
212-674-7500

SAKAYA*
324 E. 9th St. (bet. 1st & 2nd Ave.) — Sake/Shochu
212-505-7253

Warehouse Wines
735 Broadway (bet. Waverly St. & Astor Pl.) — Sake/Shochu
212-982-7770

East Village Wine
183 Stanton St. (bet. Attorney & Clinton St.) — Sake
212-358-7700

New York Wine Exchange
9 Broadway (bet. Battery Pl. & Morris St.) — Sake/Shochu
212-422-2222

September Wines & Spirits
100 Stanton St. (at Ludlow St.) — Sake
212-982-0770

Grapevine Wine*
151 Grand St. (bet. Crosby & Lafayette St.) — Sake/Shochu
212-925-1235

Smith and Vine
268 Smith St. (bet. Sackett & Degraw St.) — Sake
718-243-2854

Allendale Wine & Liquors
101 W. Allendale Ave. Allendale, NJ 07401 — Sake/Shochu
201-327-7665

Dante Super Market
420 Washington St. Hoboken, NJ 07030 — Sake/Shochu
201-420-7600

JAPANESE WHOLESALER

Paleewoog Trading
626 10th Ave. (bet. 45th & 46th St.) — Sake
212-245-4850

Central Booki U.S.A., Ltd.
55-30 46th St. Maspeth, NY 11378 — Food
718-729-8966

Dairei Trading Co., Inc.*
14-50 128th St. College Point, NY 11356 — Food/Sake
718-539-8100

JFC International Inc.*
55 Wildcat Way Linden, NJ 07036 — Food/Sake
908-525-4400

New York Mutual Trading Inc.*
25 Knickerbocker Rd. Moonachie, NJ 07074 — Food/Sake
201-933-9555

Nishimoto Trading Co., Ltd.*
602 Washington Ave. Carlstadt, NJ 07072 — Food/Sake
201-804-1600

Winn of Japan Import, Inc
235 West Parkway Pompton Plains, NJ 07444 — Sake
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Lime Ponzu with a crisp, citrus flavor of lime and a hint of sweetness is also available.

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TOMATO AND SEAWEED SALAD

(Serves 2 people)

☐ 1 vine tomato ☐ Iceberg or romaine lettuce
☐ Shiso leaves to garnish (cilantro can be used as substitute)
☐ 1/4 cup dried wakame seaweed
☐ White sesame seeds to garnish ☐ 1 tablespoon grape seed oil
☐ 1 tablespoon Kikkoman Ponzu Sauce

① Cut lettuce and wash
② Shred shiso leaves.
③ Cut tomato into 6 to 8 pieces
④ Soak dried seaweed in bowl of water and drain.

⑤ Toss lettuce and shiso leaves and place in bowl.
⑥ Arrange tomato and seaweed.
⑦ Mix Kikkoman Ponzu Sauce and grape seed oil and pour on salad.
⑧ Sprinkle white sesame seeds on top.

TIP! *For a refreshing salad dressing, use less oil or use a light-flavored oil, such as grape seed oil.*

The recipe courtesy of Tomoko Kuroda-Swanson (www.nycooking.com)

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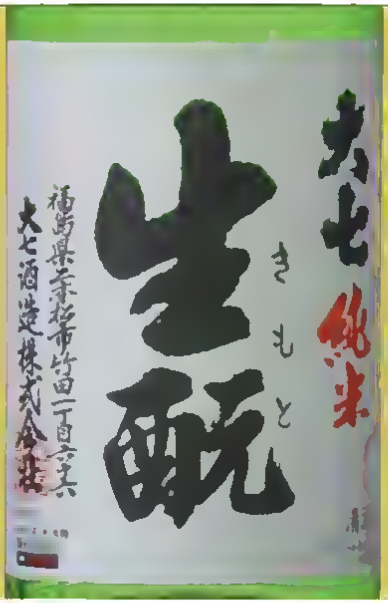

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CONSIDER ECOLOGY WHILE EATING:
SUSTAINABLE BLUEFIN TUNA EVENT @ INAKAYA NY

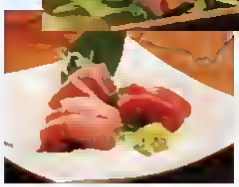
Bluefin tuna is one of the most valuable items for sushi and sashimi, but there is growing evidence that the global stock of wild bluefin tuna is drastically declining. In anticipation of this fact, Japan, the country that consumes 70% of the world's tuna, has spent decades developing the technique of artificial hatching and farming of bluefin tuna. After many years of endeavoring, today sustainable tuna is gradually coming to the U.S. market. To promote awareness of sustainable bluefin tuna (also known as Ten-Qoo Maguro), the upscale midtown Japanese restaurant Inakaya NY will present a series of events and serve special menus using this tuna for three weeks starting August 11.

"Because of the farming cost, the price of Ten-Qoo Maguro is considerably high even compared to the best quality wild bluefin tuna. However, it's crucial to steadily grow the Ten-Qoo Maguro business and be able to provide a constant supply to consumers," says Inakaya NY kitchen manager Mr. Shinichi Kodama in regard to the reason for the event's planning. This time Inakaya NY partnered with True World Foods (TWF), a wholesale distributor of seafood and specialty grocery items in the U.S., in order to make it possible to offer the opportunity to taste Ten-Qoo Maguro at reasonable prices. The relationship between Inakaya NY and TWF started when the legendary original Roppongi Inakaya in Tokyo opened its New York branch in 2009. "I highly respect their efforts to provide safe and quality seafood to consumers. They do not spare any money when investing in their HACCP (Hazard Analysis & Critical Control Points) certified facilities. They are very reliable," says Mr. Kodama.

The highlight of the Ten-Qoo Maguro event will be the bluefin tuna butchering demonstration on August 11, 17 and 24. Customers will never fail to taste freshly cut tuna after that. In the following event, Inakaya NY plans to serve the tuna in the forms of sashimi, nigiri, rolls and Ten-Qoo Gushi, skewers of Ten-Qoo Maguro lightly seared via Inakaya's signature robata grilling method. Mr. Kodama excitedly commented, "This artificial hatching and farming tuna technology is what the Japanese can be proud of. I want this event to be successful and make all the people involved happy." This joint project from Inakaya NY and TWF will be an unprecedented opportunity to taste and learn about sustainable bluefin tuna.

"Ten Qoo" (pronounced Ten-Kuh) Maguro is the name of sustainable bluefin tuna cultivated in a fishery farm in Kumamoto Prefecture's Amakusa area using artificially hatched bluefin tuna from Kinki University's Fishery Laboratory.

Mr. Shinichi Kodama kitchen manager at Inakaya NY and Mr. Matthew Leaney national account executive of True World Foods along with bluefin tuna at the distribution station of TWF's state of the art facility.



Ten-Qoo Maguro Event at Inakaya NY

Ten-Qoo Maguro promotion weeks features three butchering shows on August 11, 17 and 24 from 6 pm. Following each butchering show customers can order Ten-Qoo Maguro dishes such as Ten Qoo Gush (photos top left) nigiri (top right) and assortment of sashimi (left). The dishes will be served while supply lasts.

Inakaya NY
231 W. 40th St. (bet. 7th & 8th Aves.)
New York, NY 10018
TEL. 212-354-2195 / www.inakayany.com

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Tsukiji Express
www.tsukijiexpress.com
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Let's Eat the Season ~Cucumber~

Containing more than 90% water and low in calories, the cucumber is a perfect vegetable for weight loss, and even better so for heat exhaustion. The vegetable cools the body temperature down from the inside and supplements a good amount of liquid. In Japan, people eat cucumber in many ways, and this time, Misako sensei introduces "hiyajiru", traditional cold miso and sesame base soup topped with cucumber. The variety of cucumber eaten in Japan is unavailable in the U.S., but it can be substituted with the Persian cucumber. An authentic hiyajiru recipe involves grilling dried horse mackerel and flaking the meat for extra umami. However skipping the elaborate steps, Misako sensei creates an idea of using clam juice. Get over summer lethargy with this Hiyajiru.

[INGREDIENTS] (2-3 servings)
❒ 2 tbsp miso ❒ 5 tbsp sesame seeds ❒ 2 tbsp clam juice ❒ 1 Persian cucumber thinly sliced ❒ 8-10 shiso leaves thinly sliced into strips ❒ 2 cups water with ice cubes ❒ 1 sheet sushi nori seaweed (crumbled by hand into small pieces) ❒ 2 tbsp grated ginger ❒ 1/4 cup chopped scallions ❒ 2-3 cups cooked rice (preferably room temperature)

[DIRECTIONS]
1. Roast sesame seeds until slightly brown and aromatic.
2. Spread miso on aluminum foil and broil until golden brown. (miso burns easily, so watch closely)
3. Grind sesame seeds in the "suribachi" mortar until they become slightly wet and pasty.
4. Add roasted miso and grind with sesame paste until both are mixed well.
5. Add clam juice slowly and mix well with miso and sesame paste.
6. Add ice water gradually while mixing to avoid any lumps of miso.
7. Add ice cubes.
8. Add cucumber and half the amount of shiso leaves.
9. Put rice in each bowl and sprinkle nori seaweed on top.
10. Add sliced cucumber.
11. Pour the cold miso soup mixture over the rice and top it with the remaining shiso leaves, scallions and ginger.
12. Serve before the ice cubes melt.

Pick-up Ingredient: Miso

Miso is one of the staple seasonings in Japan, which every household stocks. Made with soybean, koji and salt, this fermented soybean paste comes in a variety of flavors and colors depending on the type of koji (rice koji, barley koji, bean koji) used, the length of the aging period and the aging method. The most common dish made is a miso soup, but it's so versatile it can be used for simmered and sautéed dishes, salad dressings, marinade and dipping sauces, glazes and many other dishes.

TIPS Perfect summer dish to keep you nice and cool! You can also add some tofu, grilled and flaked fish and/or other vegetables.

MISAKO SASSA
Japanese cooking instructor/food consultant
Misako teaches authentic Japanese cooking, focusing on simple, delicious and healthy home-style cooking using seasonal and local ingredients.
Website: Japaneseculinaryexperience.com
Cooking video: mlpage.com

SAKE Catalogue 2012

The May 2010 Sake Catalogue issue of Chopsticks NY was a huge success with many readers actually buying and ordering sake carrying the issue in hand. Additionally, the number of users accessing the exclusive website, sake-guide.com and downloading the iPhone app, are consistently rising. Capitalizing on this success, the October issue of Chopsticks NY will offer Sake Catalogue 2012, and the website will be updated for the first time in two years with new products being added. The issue will contain editorial articles explaining basic terminology and label reading of sake and shochu as well as in-depth interviews and reports. We intend to make this issue a valuable handbook for beginners, intermediate and advanced sake connoisseurs. The website, sake-guide.com will be updated so that not only New Yorkers, but people from all over the English-speaking world can access and search the information online, even with their iPhone with the downloadable iPhone app. Through Sake Catalogue 2012 and sake-guide.com, you can introduce your sake, shochu, and beer to customers all over America and the world. Please take this opportunity to promote your brands using this incredible marketing tool.

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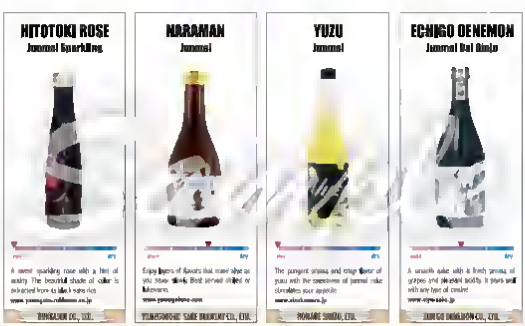

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LISTINGS — Beauty, Health, Shop, School

Personal Style in a Relaxing Space

Beauty Interview: MAKI of Wave 55 Hair Salon

Would you tell us about the unique aspects of your hair salon?

We have 7 full time hair stylists and some part time rs Since each stylist has his/her own strength, I can t say, "This is Wave 55 signature," in a few words We are so diverse But we are definitely trying to create a relaxing environment for our customers Also, as you see our salon decor is very simple, but this is because we intend to use the space as a background to let each customer's style shine

What about your signature service?

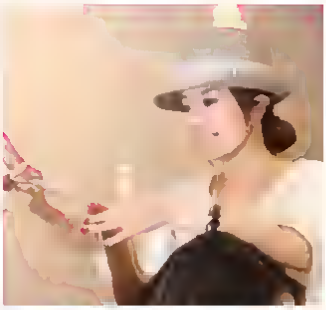
In terms of technique, I like creating a style by cutting What I keep in mind as a hair stylist is to listen to my customers' requests and desired styles as much as possible It's important to think as if I were in their shoes But at the same time, I don't want to be just passive I always try to give suggestions from a professional point of view

What kind of style is in right now?

In the past few years the ombre hair color has been very popular but I see the trend fading, so it's hard to tell what's in If it's just a summer hairstyle I would say loose, wavy hair is cool, wavy hair like something that an ocean breeze would naturally create

Would you give us some hair care advice for the summer?

It's better to use sun protection products before going out to prevent sunburn and if you go swimming in a pool or the ocean, you should wash your hair right away and put on some moisturizing treatment. These are very important steps to protect your hair from damage.



Black chairs with an off white wall the minimal décor helps make each client stand out. At Wave 55, they currently offer a 10% discount for first time clients

Wave 55 Hair Salon
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New York, NY 10022
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Bona Therapy has become a hot topic in the Japanese media, and has become incredibly popular in Japan.

See the website for details
www.beautymade.com/en/
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Beauty Guide

Indicated prices are basic haircut price for their salons and recommended treatment price for spas

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Giovanni-Sacchi offers uptown service in a downtown ambiance and caters to a wide range of clientèles. Staffed with American and Japanese stylists, they specialize in cut, coloring, conditioning, Japanese straight perm as well as styling for all types of occasions
1384 Lexington Ave (bet. 90th & 91st St.) — 212-300-5557 — www.giovanni-sacchi.com — $50-

Upper East — Michi*
206 E. 60th St. (bet. 2nd & 3rd Ave.) — 212-752-0228 — $50-

Upper East — Tokuyama Salon*
230 E. 63rd St. (bet. 2nd & 3rd Ave.) — 646-666-8565 — $60

Upper East — Tomoko Shima Hair Salon*
171 E. 32nd St. (bet. Lexington & 3rd Ave.) — 212-722-8828 — $90

Midtown West — Midomi Salon-Gallery
545 9th Ave. (bet. 37th & 38th St.) — 917-432-2657 — $100-

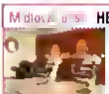
Midtown West — Mingle Salon New York
10 W. 56th St. 2 Fl. (bet. 5th & 6th Ave.) — 212-459-3320 — $90

Midtown West — Mitzu
57 W. 57th St. #1204 (at 6th Ave.) — 212-757-5360 — $125-

Midtown East — Eju Salon
801 Madison Ave. 5 Fl. (bet. 67th & 68th St.) — 212-639-9454 — $125-

Midtown East — Hair Mates Midtown*
114 E. 40th St. (bet. Lexington & Park Ave.) — 212-949-2630 — $80-

Midtown East — Hazeki Hair
326 E. 53rd St. (bet. 1st & 2nd Ave.) — 212-755-2723 — $30

Midtown East — HEARTS New York Salon*

When customers visit a new hair salon, they want the best possible technology and service. To fully satisfy the customers' needs, the salon offers delicate Japanese hair cut techniques, sensitive customer service and cutting edge Japanese technology like the Airwave
40 E. 58th St. 2nd Fl. (Park & Madison Ave.) — 212-610-6800 — www.heartsny.com — $70-

Midtown East — Hisako Salon*
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22 E. 49th St. 2 Fl. (bet. Madison & 5th Ave.) — 212-759-2392 — $70

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Midtown East — VARTALI SALON
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Chelsea — Cowlicks Japan*

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137 W. 14th St. (bet. 6th & 7th Ave.) — 212-352-2123 — cowlicksjapan.com — $55-

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Chelsea — Reikn's Hair & Makeup
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Chelsea — Tomoko Shima Hair Salon*
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23 E. 17th St. (bet. Broadway & 5th Ave.) — 647-652-4750 — $55-

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318 E. 9th St. (bet. 1st & 2nd Ave.) — 212-677-2020 — $60

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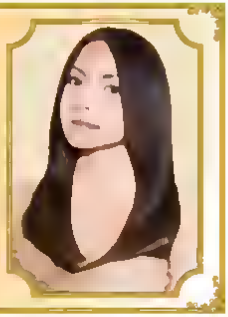

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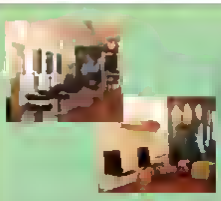
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212-647-9303 www.yuisalon.com

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149 Ave A (bet 9th & 10th St) | $50-
212-777-5252

East Village — Hair Date

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13 3rd Ave (bet 7th & St. Marks Pl) | $45
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212-505-0383

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East Village — K2 Salon*

215 E 10th St (bet 1st & 2nd Ave) | $65-
212 260-5150

East Village — Kiyoro Salon*

15 E 12th St 2nd Fl (5th & Univers ty Pl) | $80-
212-414-4468

East Village — Pirke Salon*

233 E 4th St (bet Ave A & B) | $60
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22 East 1st St (bet. Bowery & 2nd Ave) | $55-
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212-473-3320

East Village — SEI-TOMOKO E13

240 E 13th St (bet 2nd & 3rd Ave) | $35-
212-533-6613

East Village — Shizen

127 E 5th St (bet. Ave B & C) | $65-
212-777 2128

East Village — Tokomichi Hair*

263 Bowery St. (bet. Houston and Stanton) | $120-
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East Village — Ueno Salon*

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122 Ludlow St. New York, NY 10002 | $65-
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Tribeca — Lotus Salon North Moore

34 North Moore St. (bet. Varick & Hudson St) | $80-
212-213-3538

Tribeca — Salon Musa

168 Sullivan St (bet. Prince & Houston St.) | $75-
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Soho — Dress hair salon by MIWA

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166 Elizabeth St. (bet Kenmare & Spring St.) | $65
646-512-9644 www.dress-hairsalon.com

Soho — Lotus Salon Prince St.

7 Prince St (bet. Bowery & Elizabeth St.) | $80-
212 219-3293

Brooklyn — Commune Salon & Gift

191 Grand St. (bet. Driggs & Bedford Ave.) | $60-
718-384-7412

Long Island — LI Weve

18 Hiwen Ave Fort Washington NY 11050 | $40-
516-883-3049

Westchester — Akane Salon

7 E Hartsdale Ave Hartsdale NY 10530 | $55-
914-946-0216

Westchester — Hair Studio NAKA*

267 Halstead Ave Harrison NY 10528 | $65-
914-835-0045

Westchester — Hiro's Hair Salon*

240 Railroad Ave Greenwich CT 06830 | $95-
203-769-1920

Westchester — Momotaro*

2 Spencer Pl. 2 Fl Scarsdale NY 10583 | $60-
914-472-5137

Westchester — Salon Susen

19 E Hartsdale Ave Hartsdale NY 10530 | $40-
914-946-7475

New Jersey — Akoee Salon*

2024 Center Ave Fort Lee NJ 07024 | $40-
201-461-3744

New Jersey — Katsuko Salon*

2039 Lemoine Ave Bsmt Fort Lee NJ 07024 | $60-
201-585-9898

New Jersey — Michi Beauty Salon

595 River Rd Edgewater NJ 07020 | $50-
201-941-1669

New Jersey — Salon Oasis

170 Main Street Fort Lee NJ 07024 | $45-
201-242-0554

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212-365-4373

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119-49 Union Tpk. Forest Hills, NY 11375 | $80-
917-896-4004

Queens **Spa Castle**
131-10 11th Ave. College Po nt, NY 11356 | $35-
718-939-6300

Westchester **esta de dorooko***
21 Lake St. Wh te Plains, NY 10603 | $80-
917-996-4004

New Jersey **Hiro's Oay Spa**
45 Franklin Ave. Ridgewood, NJ 07450 | $70-
201-445-1911

New Jersey **King SPA Fitness**
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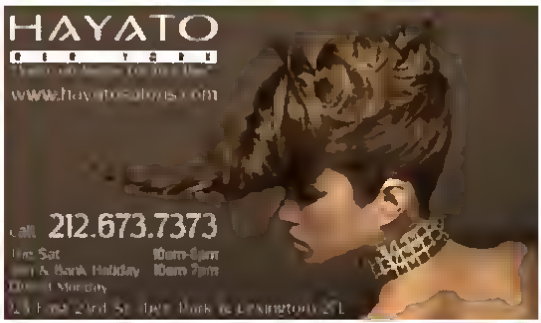

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VOL. 3

Enjoy and Learn at the Same Time

Easy Hair-dos by SERINA

For preparation, create loose curls with a curling iron. Then apply hair wax.

Pick-up Stylist: SERINA

HAYATO New York is the headquarters for the salon chain that has branches in Tokyo and London. Having served fashion savvy New Yorkers for 20 years, it has turned out a number of excellent stylists. To give you a glimpse of the salon's features and the secret of its longevity, we interview an up and coming stylist in the salon in each issue.

What made you pursue your hair stylist career in NY?

I was actually born in NY though I moved to Japan when I was 2 years old. I always dreamed of working outside of Japan, so when I found HAYATO NY was hiring hair stylists I jumped on the offer.

How would you describe the strength of HAYATO NY?

From a customer's point of view, they can absolutely benefit from the fact that all of the stylists here are Japanese. As you know, Japanese hair stylists are highly regarded for their meticulous work and excellent technique. For stylists, there are lots of chances for training. Even after the salon closes we practice, and with the salon's wide variety of clientele in ethnicity and age, our skills are constantly improving.

As a hair stylist, what do you keep in mind every day?

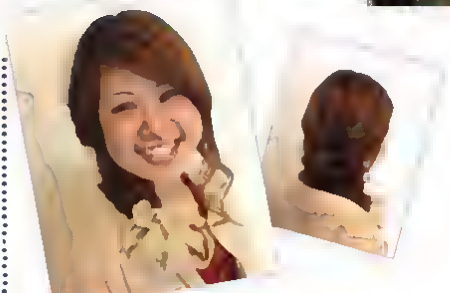
I often change my hairstyle because I want to understand how my customers feel when they try a new hairstyle. Changing color, cutting my hair from long to short, for example. I keep track of how I feel and use it as an advantage in the service I offer towards my customers.

What do you think is your signature service?

Well I like styling, and I often give styling service after haircuts, like curling hair and simple up-dos, for example. Today, I'd like to introduce two casual hairdos for long hair, which are in right now and both can be easily re-created at home.

What are the key points of the styles?

Not overdoing it is the key. If it's an up do, for example, neat and formal styles will look overdone. Loose and rough styles are more favored these days.



Style 1: Fishbone Braid

To do this fishbone braid, pull all the hair into one bundle as if making one low ponytail, leaving a little hair on the side to frame the face. Separate the bundle of hair into two sections, grab a smaller section of hair on the outer side of each section and pull the hair across to the opposite section always keeping hold of the two main sections. Continue this process alternating sections until the hair is braided to the end. Tie the end of the fishbone braid and pull out some hair from the braid to make it look loose and bouncy. Bring the fishbone braid to the front to wear it on one side.

Style 2: Up-do

Separate hair into three sections: one larger section in the back as a low ponytail and two smaller sections on one side, one above the other. Take back section and make a bun. Then take top part of the side section and make a braid, tucking the braid around the base of the bun with pins. Do the same thing with the remaining hair below that section. Leave some of the remaining wisps of hair down and bring to the front to frame the face.

HAYATO

NEW YORK

"Simple and Natural For Your Hair"

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TEL. 212-673-7373 / www.hayatosalons.com

* Now hiring bilingual English-Japanese reception manager. Contact Ikazawa

10% OFF

During the month of July, Hayato is offering 10% off for first time customers (excluding Japanese straightening perm services). Mention Chopsticks NY when making a reservation.

ADVERTISEMENT

EVOLUTION TO THE NEXT GENERATION

Salon VIJIN has been based in Midtown for about 20 years, and is always premiering new styles and constantly introducing innovative techniques. The salon is entering a new phase by relocating to a hot area surrounded by the East Village, NoHo and the Lower East Side. Owner and veteran hair stylist Mr. Minoru Minamida talks about Salon VIJIN's fresh start.

How would you describe the concept of the new Salon VIJIN?
With Japanese "omotenashi" in mind, we offer the best quality of hair techniques and services. Our technical standard has always been high and this time we have even upgraded that. All the top stylists who play a primary role in the salon have extra specialties, such as wedding hair & make-up, head spa, and up-dos. In a way, the new salon will be like a boutique. We aim to be the one and only salon that other salons cannot copy or easily imitate.

What sets your salon apart from other salons?
At the salon we emphasize aspects such as "healthy", "natural", and "healing" and take hair care seriously in regard to all our hair services. To realize this, we incorporate negative ion systems such as a negative ion air purifier and hair dryer and negative ionized water for shampoos, as well as use massage chairs and chlorine-free, alkalized water for drinking. We are trying to be environmentally conscious as much as possible and provide absolute relaxation to our customers.

Why did you choose this location?
In my humble opinion, the demography of trendsetters is in the process of shifting. In the past, younger people in their 20s and 30s adored the esteemed brands and high fashion led by those in their 40s and 50s, which was well represented by Midtown style. However, current trends are established by people in their 20s and early 30s, and downtown is more lively in that sense. Also, I will move away from management of the new salon and leave it to younger stylists. So the new Salon VIJIN will be led by up-and-coming stylists in a location that attracts younger crowds.

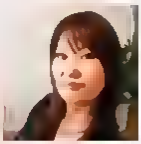
Even well-established brands need freshening up, like how John Galliano designed for Dior and Alexander McQueen for Givenchy. Tradition should be handed down, but at the same time it needs evolution to grow. I think it's time for younger stylists to step up. I don't have any desire to leave my name, and would rather have Salon VIJIN keep evolving and working as a powerhouse of new stylists.

In Salon VIJIN in Midtown, you established educational opportunities and offered training sessions for younger stylists. Does the new salon offer the same programs?
My original intention in opening a salon in NY back in the 80s was to offer a stage for young Japanese hairstylists to gain more international experience. So I'll keep this approach in the new salon as well, but it is not only a place for teaching hair techniques but also for allowing stylists to develop their management skills. As a result, all of the opening staff members I hired have leadership talent. Of course, leaving management responsibility in the hands of younger stylists is risky, but I'm more excited than nervous about how they will do.

TOP STYLISTS AT Salon VIJIN

RITZ

Before coming to NY this year she worked as a hair stylist in Kanagawa, Japan, for 15 years. She specializes in head spa technique, certified with the Japan Head Spa Association. "I would say my expertise is to find each client's personal style quickly while listening to their requests. I'd like to make Salon VIJIN not only a hair salon but also a place to contribute to the community."



AI

After working at esteemed beauty salon group TAYA, Ai Sakai moved to NY in 2000 to pursue her career as a hair & make up artist. She currently owns her own company doing hair & make up for weddings and magazine photo shoot sessions. Ai says, "My mission is to make clients feel relaxed, happy and stunning with high quality beauty service at Salon VIJIN. I hope to learn and refine my skills to provide the best service for clients."

MAKI

She has worked in the beauty/hair industry for 15 years and has experience in salons in Osaka, Tokyo and Paris. "I'm proud to create a personal style unique to each client by cutting hair. I can even make the best out of each client's hair problems instead of battling against them. For those who want to explore completely original hairstyles, I will give a thorough consultation to create your dream styles."

MINORU MINAMIDA Under the guidance of international art director Mark Pipino at Pipino & Bucheron New York's 5th Avenue, Minoru learned Sassoon techniques and devised original haircut styles that are "flattering, individualized, and easy to maintain." After introducing the Japanese Straight Perm to the U.S. in 1983, Minoru developed his signature Aesthetic Straight Perm. Beloved for his styles that are easy to recreate, he has amassed a following of raving fans. With salons in Japan, New York and Atlanta, and a salon in Shanghai which opened just this January in the heart of the Shanghai French Concession, he has customers all over the world.

OPENING PROMOTION

First time customers will get 25% off during their first visit, 20% off on the second visit, and 10% off on the third visit.
Valid through March 31st, 2013

Salon VIJIN
22 E. 1st St. (bet. Bowery & 2nd Ave.), New York, NY 10003
TEL: 212-644-0664 [English] 212-337-2222 [Japanese]
Mon-Fri: 11 am-8 pm, Sat & Sun: 10 am-7 pm (Open 7 days)
Services: Cut, wash and blow dry, Color, Permanent wave (Cold and Digital), Japanese straightening, Head spa, Hair & make up, Wedding hair & make up

Health Guide

Indicated prices are recommended treatment prices

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SHIATSU

Upper West — Your True Self
501 Summary Row (at Amsterdam Ave) | 212-678-4251 | $75 /60min

Midtown West — Endo Seitai Shiatsu
241 W 30th St 2 Fl (bet. 7th & 8th Ave) | 973-951-2385 | $90 /60min

Midtown West — Oseke Health Spa 45
37 W 46th St 3 Fl (bet 5th & 6th Ave) | 212-575-1303 | $120 /60min

Midtown West — Salon de Tokyo
200 W 57th St #1308 (at 7th Ave) | 212-957-2187 | $70 /60min

Midtown East — Dona Holistic Center
141 E 55th St 2E (bet. Lexington & 3rd Ave) | 212-697-5114 | Shiatsu

Midtown East — Do-in Center

Correct your pelvic alignment to recover your health and prevent injury! At Do-in Center, first time customers will receive this 90 min entire treatment including 30 min consultation for $200 (each additional visit will be $150.) Also buy a 10 treatment package and get 1 free. A free pelvic assessment is available for first time customers. For seitai and shiatsu call for appointments. Open Mon to Fri 10 am to 8 pm and Sat 3 to 8 pm

141 E 55th St 2E (bet. Lexington & 3rd Ave) | 212 697-9114 | www.doinsetai.com | Seitai

Midtown East — ease NY LLC
19 E 41st St #2 (bet. Madison & 5th Ave) | 212-661-6151 | $75 /50min

Midtown East — Herbal Fairy Wellness Spa
333 E 49th St Lobby O (bet 1st & 2nd Ave) | 212-266-3688 | $90 /60min

Midtown East — iDo Holistic Center*

The best nation for physical and mental wellness. Japanese massage spa. Do Holistic Center specializes in shiatsu, acupuncture and herbal medicine to make your dreams of a healthy life come true. To new clients they are currently offering the Over-50% Off Massage Package which includes 30 minutes of herbal sauna and 60 minutes of massage (choice of Shiatsu, Deep tissue and Swedish massages) for $68 (reg. $140)

22 E 49th St. (Madison & 5th Ave) | 212-599-5300 www.docenter.com | $90 /hour

Midtown East — Kenkodo Inc.
211 E 53rd St (bet. 2nd & 3rd Ave) | 212-620-0088 | $80 /60min

Chelsea — Cowlicks Japan*
137 W 19th St (bet. 6th & 7th Ave) | 212 367 2123 | $40 /30min

East Village — Kansy
229 E 9th St. 2 Fl (bet. 2nd & 3rd Ave) | 212 253-9171 | $45 /60min

Lower Mhn — Health Trad CD
23 Pell St 2 Fl (bet. Mott & Doyers St.) | 212-608-2212 | $45 /60min

Lower Mhn — Whole Health Wellness Center & Med Spa
34 Howard St 2 Fl (bet. Broadway & Crosby) | 212-625-9088 | $55 /60min

New Jersey — Endo Seitai Shiatsu NJ
23 Kingsland St 2 Fl Nutley NJ 07110 | 973-951-2385 | $90 /50min

ACUPUNCTURE

Midtown West — Nihon Medical Group
15 W 44th St 10 Fl (bet 5th & 6th Ave) | 212-575-8310 | $60 & up

Midtown West — Vital Balance Healing Center
241 W 37th St #405 (bet 7th & 8th Ave) | 212-470-3258 | Acupuncture

Midtown West — Yamaguchi Acupuacture*

One of the most distinguished acupuncturist and Kampo herbalists with 34 years of experience licensed in NY and Japan specializes in pain management, sports injury, menopause, infertility, allergy and digestive problems. www.yamashiatsu.com

161 W 54th St #21 (bet. 6th & 7th Ave) | 212 246-7588 www.yamaguchi-acupuncture.com | Acupuncture

Midtown East — Acumed Center*
150 E 56th St. #1C (bet. 3rd & Lexington Ave) | 212-888-4977 | $90 /60min

Midtown East — Amy Nature Center
137 E 47th St 1 Fl (bet. 3rd & Lexington Ave) | 212-317 2720 | $80 /visit

Chelsea — Love & Compassion
44 W 21st St 7 Fl (bet. 5th & 6th Ave) | 212 242-8701 | $140 /120min

Chelsea — SuHu Natural Health
1 Union Sq W #715 (at E 14th St) | 212-691-8281 | $90 /visit

Queens — Chea Gui
133-47 Sanford Ave #1G Flushing NY 11355 | 718-961 7222 | $80 /45min

Long Island — Kimura Acupuncture
637 Willis Ave. Williston Park NY 11596 | 516-612 1232 | $30/acu $40/ear

New Jersey — Dr. Hong
6135 Bergenline Ave #3 West NY NJ 07093 | 201-854 9488 | $70 /30min

DOCTOR

Upper East — Charles K. Lovag*
17 E 64th St (bet 5th & Madison Ave) | 212-861 7373 | Cosmetic Surgery

Midtown West — Anshin Medical Health Care
36 W 44th St #303 (bet. 5th & 6th Ave) | 212 730-5010 | General Clinic

Midtown West — Nihon Medical Group
15 W 44th St 10 Fl (bet. 5th & 6th Ave) | 212-575-8910 | General Clinic

Midtown East — Haruyo Fujiwaki PhD
117 E 57th St #1A (bet. Lex & Park Ave) | 212-288-2827 | Psychologist

Midtown East — iDo Holistic Center*

Do Holistic Center specializes in Kampo. Eastern herbal medicine and provides treatments for physical and psychological problems unique to females (PMS, menopause), migraines, allergy and constipation. A 30-minute consultation is $20 (reg. $90) for new patients

22 E 49th St. (Madison & 5th Ave) | 212-599-5300 www.docenter.com | Herbal Medicine

Midtown East — Japanese Medical Practice
55 E 34th St. 2 Fl (bet. Park & Madison Ave) | 212-889-2113 | General Clinic

Midtown East — Midtown Dental Group*
155 E 55th St #301 (bet. Lexington & 3rd Ave) | 212 759-5595 | Dentist

Chelsea — Haruna Miyamoto SW
364 W 18th St #3C (bet. 8th & 9th Ave.) | 347-403-3508 | Social Worker

New Jersey — Ando Chiropractic
725 River Rd #101B Edgewater NJ 07026 | 201-499-6066 | Chiropractic

New Jersey — Edgewater Family Care Center
725 River Rd #202 Edgewater NJ 07020 | 201 943-4040 | General Clinic

New Jersey — Japanese Women's Center
370 Palisade Ave 3 Fl Teaneck, NJ 07666 | 201-747 2264 | OB/GYN

New Jersey — New Jersey Clinic
2231 Lemoine Ave Fort Lee NJ 07024 | 201 944-1001 | OB/GYN Gastro

OTHER

Midtown East — Pilot Thai Massage
211 E 43rd St (bet. 2nd & 3rd Ave) | 347 906-4866 | $100 /60min

Upstate — Body By Chizuru
40 Memorial Hwy New Rochelle NY 10801 | 917 686-9676 | Personal-Trainer

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www.idocenter.com

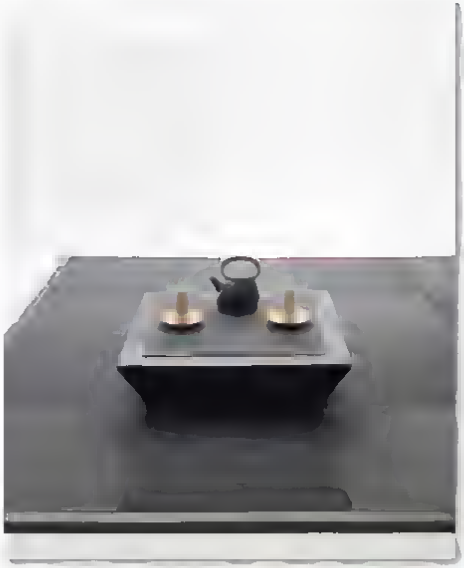
22 E. 49th St. 3rd Fl (bet. Madison & 5th Ave.)

MONO-logue

"Mono" means "thing," "object," or "product" in Japanese, but it also implies that the thing has quality. In this corner, we introduce "mono" that characterize Japan's spirit of constant quality improvement.

Vol. 24 - MONO of the month

igusa-mono



igusa-mono in shikkoku (pitch black) color is the brand's signature product. It can easily upgrade your modern interior

In Japanese architecture, tatami flooring mats are one of the essential items in creating washitsu (Japanese style room) along with shoji (sliding doors/windows made from wooden panes and paper) and fusuma (sliding doors made with paper, cloth and wooden frames). Covered with woven igusa plant (rush straw), tatami mats allow people to enjoy walking barefoot and feel a sense of incorporating nature in the house. They also contribute to the great features of washitsu, being cool in summer and warm in winter. In spite of the growing demand for tatami mats, obtaining them in the U.S. has been slightly difficult because of limited supply and different architectural structures here. However, the situation has dramatically changed thanks to the introduction of a new type of tatami mat, "igusa-mono" by TTN Corporation, Inc.

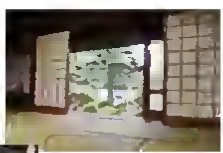
The hardest part of incorporating tatami mats in western rooms is their size and shape, which is approximately 910 mm by 1820 mm. However igusa-mono is not bound by traditional rules and comes in a convenient square shape as well as creative hexagon, rhombus and circle shapes. Unlike traditional tatami, igusa-mono has no edging (hen) made of brocade or plain cloth hem, making it easier to coordinate with modern design and western décor. In addition to the natural igusa color, there are 10 other inspiring colors including shikkoku (pitch black), kuri (chestnut), sakura (cherry blossom) and mattya (green tea), which offers limitless coordination options.

Today the demand for washitsu in Japan is decreasing and western style architecture is becoming popular year after year, so naturally the tatami industry has been experiencing hard times for survival. To make a breakthrough not only domestically but also expand into overseas markets, TTN Corporation embarked on exploring new styles of tatami mat with igusa-mono that can fit in western style rooms and be easily installed.

"Living on tatami is like living on herbs or having a garden inside your house," says Mr. Toyoshi Hayakawa from the International Marketing Dept. of TTN Corporation. Tatami mats made with natural igusa give off a relaxing aroma and can also absorb moisture in the air when it's humid and exude moisture when it's dry. Igusa has the ability to clean the air by absorbing harmful formaldehyde and nitrogen dioxide, so you can enjoy an eco and healthy lifestyle. Igusa-mono also has versions made with artificial materials that replicate igusa, which are more durable and have a wide variety of colors. "It can be used in the same way as a rug and carpet. Set it up in one corner and you can enjoy the bliss of taking off your shoes and being completely relaxed. It's also good as a mat for babies and clean enough for them crawl on," Mr. Hayakawa explains.

Igusa-mono is not merely a stylish tatami mat, but it also maintains the great qualities of traditional tatami. Handmade by tatami craftspeople, igusa-mono is a masterpiece of modern technology and craftsmanship handed down over the centuries. It is currently available in the U.S. at Westwood Carpet.

Made of natural materials such as paper, wood and igusa, traditional washitsu creates a natural environment indoors.



Tatami craftsmanship has been handed down for centuries. Igusa-mono was born from such craftsmanship and inventive minds.

A hexagon type called **KIKKO** creates a unique combination of shape and colors. Macaron, a circle tatami mat with diameters of 33 and 40 centimeters is great as a cushion for bar stools

Info: TTN Corporation, Inc.
9-F0-3 Kitatatami, Itami, Hyogo 664-0831 JAPAN
TEL: +81 72-785-1058
www.igusa-mono.com/English

(U.S. Distributor)
Westwood Carpet
TEL. 310-273-6400 / www.spcr.net/wwc

Shop Guide

The following is a list of shops where you can buy Japanese goods, services and art.
© Coupon available at **www.chopsticksny.com**
★ Chopsticks NY available to pick up

FASHION

Upper West — Brit's Kids*
410 Columbus Ave (bet 79th & 80th St) 212 724-1415 — Clothing

Upper East — R by 45rpm
17 E. 71st St. (bet Madison & 5th Ave) 212-737 5545 — Clothing

Upper East — Seigo Accessories
1242 Madison Ave. (bet. 89th & 90th St) 212-534-4775 — Accessories

Upper East — SEIGO NECKWEAR
1248 Madison Ave. (bet 89th & 90th St) 212 987-0191 — Accessories

Midtown West — UNIQLO
31 W 34th St (bet 5th & 6th Ave) 877-486-4756 — Clothing

Midtown East — Miki House
1000 3rd Ave (at Bloomingdale's) — Clothing

Chelsea — Jueko Yoshioke
224 5th Ave 2Fl (bet. 25th & 26th St) 212 206-6302 — Clothing

Gramarcy — Bradelis New York*
96 Madison Ave (bet 27th & 28th St.) 212-593-2223 — Lingerie

West Village — Yemak
321 1/2 bleecker St (bet Christopher & Grove) 212-807-9100 — Clothing

East Village — ARGOSY
426 E 9th St (bet Ave A & 1st Ave) 212 982 7918 — Clothing

East Village — Local Clothieg
328 E 9th St. (bet 1st & 2nd Ave) 212-777-3050 — Clothing

East Village — Tokio 7*
83 E 7th St (bet 1st & 2nd Ave) 212-353-8443 — Clothing

East Village — Tokyo Joe
334 E 11th St. (bet 1st & 2nd Ave) 212-473-0724 — Clothing

Tribeca — Brit's Kids Tribeca
276 Greenwich St. (bet. Murry & Warren St) 212 571-0903 — Clothing

Tribeca — Mika Inatome
53 Reade St 2nd Fl (bet 7th & 8th Aves) 212-964-7777 — Clothing

Soho — Arth
75 W. Houston St (Wooster & W. Broadway) 212-533-1431 — Accessories

Soho — Bradelis New York*

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211 Elizabeth St (bet Prince & Spring St) 212-941-5623 www.bradelsny.com — Lingerie Shop

Soho — Facial Index
104 Grand St (at Mercer St) 646-613-1055 — Eyewear

Soho — Kaori's Closet
71 W. Houston St (Wooster St. & W. B way) 212-387-9786 — Lingerie

Soho — Mieko Mintz
65 Thompson St (bet. Spring & Broome St) 212-927-1524 — Clothing

Soho — R by 45rpm
189 Mercer St (bet Prince & Houston St) 917 237-0045 — Clothing

Soho — UNIQLO
546 Broadway (bet. Prince & Spring St) 917-237-0100 — Clothing

Soho — Yohji Yamamoto
103 Grand St (at Mercer St) 212-966-3086 — Clothing

Queens — Bradelis New York*
135-20 39th Ave #HL 219 Flushing NY 11354 718-353-1345 — Lingerie

New Jersey — Miki House
400 Hackensack Ave Hackensack NJ 07601 — Clothing

J-POP CULTURE

Midtown West — Book Off*
49 W 45th St (bet 5th & 6th Ave) 212-765-1410 — Book

Midtown West — Jim Hooley's Universe*
4 W 33rd St (bet. 5th Ave & Broadway) 212 268-7086 — Manga

Midtown West — Kinokuniya Bookstore
1073 6th Ave (bet. 40th & 41st St) 212-869-1700 — Book

Midtown West — Midnight USA
35 W 43rd St 2 Fl (bet 5th & 6th Ave) 212-827-0502 — Video Rental

Midtown West — Midtown Comics*
200 W 40th St (at 7th Ave) 212-302-8132 — Manga

Midtown East — Midtown Comics*
459 Lexington Ave (at 45th St) 212-302-8132 — Manga

Chelsea — Cosmic Comics
10 E 23rd St 2 Fl (bet Madison & 5th Ave) 212-460-5322 — Manga

Chelsea — Image Anime*
242 W 30th St (bet. 7th & 8th Ave) 212-631-0861 — Anime

West Village — AC Goers
66 E 8th St (Broadway & University Pl) 212-260-2269 — J Goods

East Village — Forbiddee Planet
840 Broadway (at 13th St) 212-473-1576 — Toy

East Village — Kim's Video St. Marks
124 1st Ave (bet 7th St and St. Mark Pl) 212 533-7390 — Video Rental

East Village — St. Marks Comics
11 St. Marks Pl (bet. 2nd & 3rd Ave) 212 598-9439 — Manga

East Village — Sunrise Mart
4 Stuyvesant St (bet 3rd Ave & 9th St.) 212 598-3040 — Video Rental

East Village — Toy Tokyo*
61 2nd Ave (bet. 5th & 6th St) 212-673-5424 — Toy

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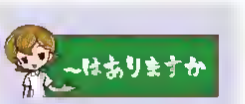

"～WA ARIMASU KA"

[meaning] Do you have～?

[usage] If you'd like to check whether a store or restaurant carries what you want, use this phrase. Put the word for what you want to the beginning of the sentence, for example, Manga hon (comic books) wa arimasu ka or Ramen wa arimasu ka."

East Village **Video Games New York***
202 E 6th St (at 3rd Ave.)
212-539-1039
J Goods

Soho **kidrobot**
118 Prince St. (bet. Grenne & Wooster St.)
212-966-6738
Toy

Soho **Sunrise Mart, Soho**
494 Broome St (W. Broadway & Wooster)
212-219-0033
Video Rental

Brooklyn **Zakka Corp***
155 Plymouth St. (bet. Jay & Front St.)
718-901-8037
Book

Queens **Anime Castle***
35-32 Union St. Flushing, NY 11354
347-436-1286
Anime

Long Island **Anime Castle**
77 Searing Ave. Mineola, NY 11501
516-214-4484
Anime

TRADITIONAL

Upper East **Sera***
850 Lexington Ave. (bet. 69th & 70th St.)
212-772-5243
Dishware

Midtown East **Japanese Culinary Center**
711 3rd Ave. (at 45th St.)
212-661-3333
Dishware/ General

Midtown East **Minamoto Kitchoan***
608 Fifth Ave. (at 49th St.)
212-489-3747
Confectionery

Midtown East **Precious Pieces**
8 Tudor City Pl. (bet. 40th & 41st St.)
212-682-8505
Parchment

Chelsea **KYOTOYA***
23 W. 19th St. (bet. 5th & 6th Ave.)
212-414-0720
General

East Village **Makari**
97 3rd Ave. (bet. 12th & 13th St.)
212-995-5096
Antique/ General

Tribeca **Korin***
57 Warren St. (bet. Church St. & W. B'way)
212-587-7021
Dishware/ General

Soho **Kimono House**

Choose from a huge selection of kimonos and robins from formal to casual traditional new or vintage. A wide variety of Obis Tabi socks and kimono accessories are available. They also offer Kitsuke (kimono dressing) services for weddings and special occasions.
131 Thompson St. (bet. Prince & Houston St.)
212-505-0232 http://kimonohouse.blogspot.com
Kimono

KITEYA SOHO*

Kiteya means "please visit us" in the Kyoto dialect of Japanese. We offer a variety of products such as wrought iron decorations, kids clothing, washi papers and more. Luxury line of handbags and scarves made from traditional Yuzen dyed kimono cloth available.
464 Broome St. (bet. Mercer & Greene St.)
212-219-7505 www.kiteya.com
General

Queens **Seito Trading**
41-28 27th St. Long Island City, NY 11101
718-472-5413
Dishware

New Jersey **Mars New York**
585 Riverside Edgewater, NJ 07020
201-945-1134
General

Pennsylvania **Monhata International**
428 N. 13th St. #2C, Philadelphia, PA 19123
215-238-1328
General

Online **J-Life International, Inc.**

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212-231-9162
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GALLERY

Upper West **Gallery Sakiko**
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Chelsea **Annex Art Gallery**
529 W. 20th St. (bet. 5th & 10th Ave.)
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E. Harlem **Absolute Piano***

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212 987-6173 www.absolutepianoNY.com
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Midtown West **Toho Shoji N.Y.***
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212-869-7465
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Midtown East **Terry May***
153 E. 53rd St. (bet. 3rd & Lexington Ave.)
212-998-0303
Other Goods

Online **Hortissimo**
www.hortissimo.com
855-647-9300
Other Goods

Online **JPstatus**
www.jpstatus.com
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ENJOY JAPANESE SUMMER IN YUKATA

The heat wave means summer is officially here as well as its endless opportunities to wear Japanese yukata. This is essentially a summer casual type kimono commonly made from cotton and unlined, worn by both women and men. Used traditionally like a bathrobe and still worn today in ryokan or walking around in onsen town, it can be likened to a Japanese version of a t-shirt, shorts and flip flops. They are usually worn during casual occasions like summer matsuri (festivals), hanabi watching (fireworks) and during Bon Odori (traditional dance festival to welcome back spirits of ancestors in August). The traditional yukata was made out of cotton and dyed indigo, however in recent times, yukata has come in a variety of fabrics, colors and patterns (either mass printed or hand painted), making it easier to wear on many more occasions.

The beauty of the kimono and yukata culture is folding the panels of fabric to create flattering lines, almost like origami on the body. There are specific ways to put on the yukata. We would like to introduce the simplest way to wear a yukata yourself, as well as some tips and tricks to ensure you look good.

Yukata is a great introduction to the Japanese kimono culture. There are many different styles of yukata to cater to a specific occasion, so enjoy choosing prints and colors. Why not try traditional Japanese clothing this summer?

Kimono dressing lesson courtesy of **ARTE GROUP INC**
TEL. 212-676-1078 / info@artegroupinc.com
www.artegroupinc.com

Where to buy yukata items in NYC

ARTE GROUP INC
(see above)
Kimono House
212.505.0232 / kimonohouse.blogspot.com
Riteya
212.219.7505 / www.kiteya.com
NIHONWASOU USA, INC
212-869-0500 / www.kimonostyle.net

How to wear yukata

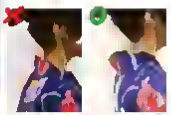
A thin towel is placed at the lower back to give good shape.

Align the left front of the yukata and decide on the length of the hem then once more tie the string around the waist.

Tie another string above the hip bones, folding extra fabric over to cover the string.

Important!

Ensure the front collar is smooth and crosses over below the base of the neck.



A very important part of wearing yukata and kimono is keeping the back collar open in about the size of a fist.

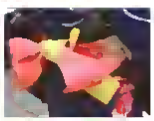
Make sure the hems at the fold above the waist and below are aligned.

Smooth out wrinkles and tie date jime below the bust.

An obi ita ensures smooth shape underneath the obi sash.

How to tie obi sash: "Cho Cho Musubi" (Butterfly Bow)

There are many versions of tying obi but an easy way to tie obi yourself is to prepare the bow on one end first instead of making the bow in the very last step.



Clip the bow at the middle of the back of the obi ita.

Fold the other end of the obi so excess fabric is tucked inwards, making two layers.

Now with a length that can go around the waist, wrap from left to right, fold the end of the obi under the bow and secure with a pin and remove the clip. Next weave the obi jime through the knot of the bow.

Tie tightly in front and turn string to the back so the ends are hidden in the bow.

Finish!

Obi can easily be arranged into various styles. It looks especially cute with reversible obi sash, showing off both colors.

Variation

1

There are many styles for tying obi. You can even create your own.

2

With different fabrics, weaves and colors of obi sash and obi jime, you can coordinate a more sophisticated style.

3

Worn with geta, the length of the yukata should just touch the top of your feet.

School Guide

The following is a list of schools where you can learn Japanese culture...

Ⓒ Coupon available at www.chopsticksny.com
★ Chopsticks NY available to pick up

LANGUAGE

Upper West — Your True Self
501 Seventy-Nine (at Amsterdam Ave.)
212-873-4251 — Japanese

Midtown West — NY Japanese Language
257 W. 39th St. 14 Fl. (bet. 7th & 8th Ave.)
646-345-9777 — Japanese

Midtown West — The Nippon Club/JFNY

JF Japanese Language Course focuses on what you can do by using Japanese and on practical activities that incorporate Japanese culture. Learn well to Japanese and explore Japanese culture with us! Visit www.jfny.org/language/overview.html for more info
145 W. 57th St. (bet. 6th & 7th Ave.)
212-581-2223 www.nipponclub.org/culture — Japanese

Midtown East — Amity Language Institute*
124 E. 40th St. #203 (Lexington at 40th St.)
212-697-6374 — Japanese

Midtown East — Hills Learning

Hills Learning is the only language school in Chopsticks NY that offers group classes and private lessons for Japanese as well as Korean, Chinese, Thai and English. Trial lessons are available with no mandatory material or registration fee.
360 Lexington Ave. 17 Fl. (bet. 41st & 42nd St.)
212-551-7903 www.hillslearning.com — Japanese

Midtown East — ibec language institute inc*
369 Lexington Ave. #300 (bet. 40th & 41st St.)
212-867-2000 — Japanese

Midtown East — Japan Society
333 E. 47th St. (bet. 1st & 2nd Ave.)
212-715-1256 — Japanese

Midtown East — Language House
211 E. 43rd St. #1106 (bet. 2nd/& 3rd Ave.)
212-949-5455 — Japanese

Midtown East — PC Tech*
317 Madison Ave. #900 (at 42nd St.)
212-986-4754 — Japanese

Midtown East — Research New York
216 E. 45th St. 17 Fl. (bet. 2nd & 3rd Ave.)
212-867-8700 — Japanese

Korea Town — BYJ USA Culture Class
350 5th Ave. S.R. (bet. 33rd & 34th St.)
212-8019720 — Japanese

Chelsea — ABC Language Exchange*
14 W. 25th St. #6E (bet. 6th & 7th Ave.)
212-563-7580 — Japanese

Chelsea — Teori*
434 W. 13th St. (bet. 5th & 6th Ave.)
212-645-2800 — Japanese

Tribeca — Tribeca Language
22 Harrison St. (bet. Hudson & Greenwich St.)
212-219-9133 — Japanese

Westchester — Go!NihonGo Language
PO Box 33 White Plains, NY 10605
914-255-5288 — Japanese

East Village — NYCNDA

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Visit by appointment only
212 677 3252 www.nycnda.com — Japanese

Purchase — Keio Academy of New York

Each summer, Keio Academy of NY organizes a two week cultural exchange residential program for middle and high school students from Japan and the US. Come join and experience their unique bilingual & cultural learning environment!
3 College Rd. Purchase, NY 10577
914 701-3454 www.keio.edu — Japanese

New Jersey — Japanese-American Society of New Jersey*

Their language program is taught by highly trained instructors who qualified through their specific certification program. Group and individual lessons are available on and off the premises as well as via Skype.
304 Main St. 2nd Fl. Fort Lee, NJ 07024
201-461-8133 www.jasofnj.com — Japanese

New Jersey — R/Lingo Learning Center
2480 Lemoine Ave. #1042&105 Fort Lee, NJ
201-547-4707 — Japanese

TRADITIONAL

Upper West — Ikenobo Ikebose School
30 W. 60th St. #6K (bet. Broadway & Columbus)
212-757-6748 — Ikebana

Upper West — Seikou Shodo

Private shodo lessons by an instructor with 30 years of shodo practice and an 8th dan - the highest shodo degree. Lessons can be arranged on Tue, Thu, Sat and Sun. Monthly Bokuga(ink painting) meetings are also held. Email seikou5102005@gmail.com for more details
315 W. 91st St. (at West End Ave.)
212 247-2585 www.seikoushodou.com — Calligraphy

Upper West — Sogetsu Ikebose School
201 W. 70th St. (at Amsterdam Ave.)
212-873-6115 — Ikebana

Upper East — Urasenke Chanoyu Ctr
153 E. 69th St. (bet. 3rd & Lexington Ave.)
212-861-6161 — Sado

Midtown West — Ellie's NewYork Floral Design
15 W. 44th St. 11 Fl. (bet. 5th & 6th St.)
212-661-3696 — Ikebana

Midtown West — N.Y. Togei Kyoshitsu*

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5 W. 30th St. 3 Fl. (bet. Broadway & 5th Ave.)
212 268-1711 www.nytogei.com — Pottery

Midtown West — NIHONWASOU USA
1410 Broadway #2618 (bet. 38th & 39th St.)
212-869-0500 — Kimono

Midtown West — The Nippon Club
145 W. 57th St. (bet. 5th & 7th Ave.)
212-581-2223 — Sado

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こんにちは
"KONNICHIWA"
[meaning] hello, good afternoon
[usage] You can use this phrase from late morning (around 11am) to early evening. After it gets dark, you should say "konbanwa," which means "good evening."

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[illegible]3/culture@nipponclub.org

JAPAN FOUNDATION
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[illegible]299/jpcourse@jfny.org

Midtown East **Lotus Books and Gifts**
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Chelsea **Ikebana Flowers New York**
1133 Broadway #230 (bet. 25th & 26th St.) 212-255-3919 — Ikebana

Soho **Kimono House**
131 Thompson St. (bet. Prince & Houston) 212-505-0232 — Kimono

Queens **Noshe-kai Ryuku Dance School**
242-17 A Oak Park Dr. Douglaston, NY 718-631-2637 — Dance

Japan **Ikebana International**
info@ikebanany.org 212-724-7097 — Ikebana

Japan **Ohara School**
OharaNYC@aol.com 201-385-0353 — Ikebana

MARTIAL ARTS

Upper West **Aikido Up Here**
3 Henshaw St. (Riverside Dr. & Dyckman St.) 646-403-4700 — Aikido

Upper West **Kokushi Budo Institute**
332 Riverside Dr. (bet. 105th & 106th St.) 212-866-6777 — Judo

Upper West **Shorinryu Matsubayashi***
131 W. 72nd St. #2R (Columbus & Amsterdam) 212-875-8626 — Karate

Upper West **Shotokan Karate-Do NY**
248 W 60th St. (bet. Amsterdam & 10th Ave.) 212-759-5500 — Karate

Upper West **UWS Konshikai Karate***
928 Columbus Ave. (bet. 105th & 106th St.) 212-222-1172 — Karate

Upper East **Aikido Shobo Dojo**
350 E. 82nd St. (at 1st Ave.) 646-505-8212 — Aikido

Upper East **NEMMAA Kenpo Karate**
179 E. 93rd Ave. (at 93rd St.) 212-828-5678 — Karate

Upper East **Ultimate Karate USA***
1950 3rd Ave. 3 Fl. (at 107th St.) 212-426-4666 — Karate

Upper East **WTKO Honbo Dojo**
209 E. 53rd St. (bet. 2nd & 3rd Ave.) 212-207-1907 — Karate

Midtown West **O-Dojo**
500 8th Ave. 12 Fl. (bet. 35th & 36th St.) 212-537-6441 — Karate

Midtown West **New York Bodokai**
520 8th Ave. 16 Fl. (bet. 36th & 37th St.) 917-621-1400 — Karate

Midtown West **Shinjinbukan New York***
120 8th Ave. #307 (bet. 55th & 56th St.) 917-400-8183 — Karate

Midtown West **Shinkyokushinkai NY**
520 8th Ave. 16th Fl. (bet. 36th & 37th St.) 646-235-0233 — Karate

Midtown West **World Oyama Karate**
35 W. 31st St. 5 Fl. (5th Ave. & Broadway) 212-629-7703 — Karate

Midtown East **Kyokushin Karate***
YMCA 224 E. 47th St. (bet. 2nd & 3rd Ave.) 212-756-9600 — Karate

Chelsea **Bond Street Dojo**
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142 W. 18th St. 2 Fl. (bet. 6th & 7th Ave.) 212-242-6248 — Aikido

Chelsea **Shin Budo Kai Aikido**
77 8th Ave. (bsmt. (at 14th St.) 212-691-1376 — Aikido

Chelsea **Skorupi Kempo NYC Branch**
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Chelsea **Tiger Schulmann's**
39 W. 19th St. (bet. 5th & 6th Ave.) 800-883-3087 — Mix

Chelsea **U.S. Budo Kai-Kan***
110 W. 14th St. 2 Fl. (bet. 6th & 7th Ave.) 212-807-7336 — Mix

Chelsea **World Seido Karate***
61 W. 23rd St. 2 Fl. (bet. 5th & 6th Ave.) 212-924-0511 — Karate

Gramercy **World Kanreikai Karate**
4 W. 18th St. 3 Fl. (bet. 5th & 6th Ave.) 212-677-7228 — Karate

East Village **Karate Honma Dojo**
56 E. 11th St. 5 Fl. (bet. Broadway & University) 212-505-3656 — Karate

East Village **New York Jiu Jitsu***
662 Broadway Bsmt. (at Bond St.) 212-843-6310 — Jiu Jitsu

Tribeca **Ken Zen Institute**
54 Thomas St. (bet. Church St. & W. Broadway) 212-405-8104 — Kendo

Tribeca **Oishi Judo Club***
547 Greenwich St. (Vandam & Charlton St.) 212-966-6950 — Judo

Brooklyn **Aikido of Park Slope**
565 5th Ave. (at 15th St.) 718-788-5932 — Aikido

Queens **School of Tnijutsu**
475 Onderdonk Ave. Ridgewood, NY 11385 917-443-7035 — Mix

Long Island **NY Sun Ten Karate**
1370A Majors Path Southampton, NY 11968 631-956-4220 — Karate

Staten Island **Judo & Jujitsu Dojo**
3902 Amboy Rd. Staten Island, NY 10308 718-815-0150 — Judo

New Jersey **KYOKUSHIN KARATE NJ Branch**
360 Old River Rd. 2Fl. Edgewater, NJ 07020 212-947-3334 — Karate

New Jersey **Ridgewood Karate School**
30 Cottage Pl. Ridgewood, NJ 07450 201-447-2272 — Karate

New Jersey **Yoshitsune Jujutsu Kai**
434 Broadway Bayonne, NJ 07002 201-725-8019 — Jiu Jitsu

OTHER

Upper West **Seelop Music Studio**
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Upper East **Snow Weaving Arts**
227 E. 67th St. (bet. 2nd & 3rd Ave.) 212-722-2686 — Other School

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211 E 43rd St. 1 FL (bet 2nd & 3rd Ave.) www.worldwide-soba.com — Cooking

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Chelsea **Tokn Kyudojo**

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119 W. 22nd St. 5th Fl. (bet 5th & 7th Ave.) 212 613-0839 www.tokokyudojo.org — Kyudo

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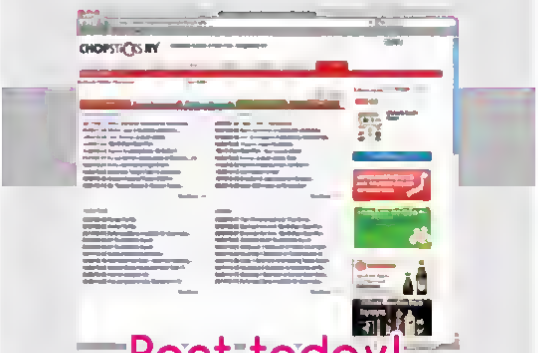

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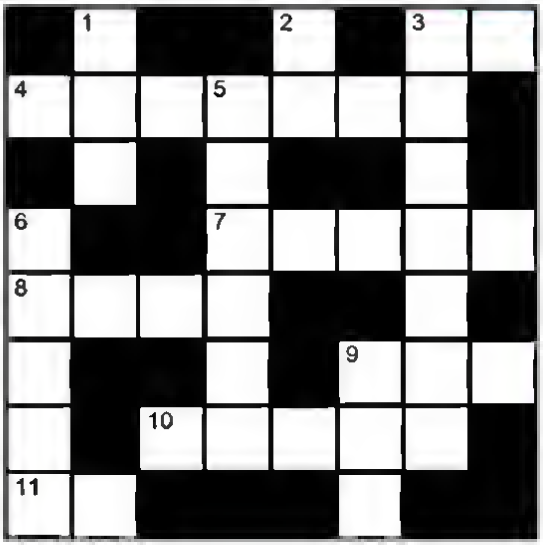

Japanese CROSSWORD

Across

3. This acidic seasoning is one of the essential seasonings in Japanese cuisine

4 Southernmost prefecture in Japan

7. Famous onsen hot spring place in Oita Prefecture

8. The capital city of Shiga Prefecture

9. "Color" in Japanese

10 "Exercise" and "gymnastics" are both called ____ in Japanese

11. Japanese word for "root" and "price" has the same pronunciation ____

Down

1. When summer is over, the ____ season comes

2. During the summer this small vampire-like bug annoys people

3. The city hosted the Winter Olympic Games in 1972

5. Famous summer festival in Aomori Prefecture where floats carry huge samurai-shaped lanterns

6. Vermicelli-thin wheat noodle mainly eaten during the hot season

9. Japanese coastline has a lot of ____ (rocky shore)

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581 Lexington Ave (52 & 51 St)
810 Lexington Ave (53 & 52 St)
135 57th St (Lexington & 3 Ave)
130 59th St (Lexington & Park Ave)

CHELSEA

580 B way (19 & 20 St)
930 B way (22 & 23 St)
1123 B way (25 & 26 St)
1150 B way (27 & 26 St)
1178 B way (28 & 27 St)
90 5th Ave (14 & 15 St)
100 5th Ave (15 & 16 St)
115 5th Ave (19 & 18 St)
480 6th Ave (14 & 15 St)
568 6th Ave (16 & 15 St)
727 6th Ave (23 & 24 St)
750 6th Ave (25 & 24 St)
777 6th Ave (27 & 26 St)
196 8th Ave (18 & 19 St)
259 8th Ave (23 & 24 St)
300 8th Ave (25 & 24 St)
322 8th Ave (28 & 27 St)
397 8th Ave (30 & 29 St)
236 10th Ave (24 & 23 St)

GRAMERCY

339 1st Ave (20 & 19 St)
441 1st Ave (25 & 26 St)
388 1st Ave (28 & 27 St)
487 1st Ave (29 & 28 St)
540 1st Ave (32 & 33 St)
576 1st Ave (33 & 32 St)
591 1st Ave (34 & 33 St)
622 2nd Ave (34 & 35 St)
576 2nd Ave (32 & 31 St)
566 2nd Ave (31 & 32 St)
227 Lexington Ave (33 & 34 St)
154 Lexington Ave (30 & 31 St)
50 Lexington Ave (25 & 26 St)
14 Lexington Ave (22 & 23 St)
297 Park Ave S (23 & 22 St)
11 Madison Ave (26 & 25 St)
132 Madison Ave (31 & 32 St)

WEST VILLAGE

4 W 14th St (5 & 6 Ave)
10 5th Ave (8 & 9 St)
12 University Pl (8 & 7 St)
421 Bleeker St (Bleeker & Bank)
535 Hudson St (Hudson & Charles)
526 Hudson St (Hudson & W 11)
326 Bleeker St (Bleeker & Christopher)
200 Varick St (Varick & W Houston)
193 Varick St (Varick & King)
150 Varick St (7 Ave & Varick St)
1 Meatta St (6 Ave & Meatta St)
340 Ave of the Americas (8 Ave & W 4th St)
360 Ave of the Americas (6 Ave & Waverly Pl)
740 Broadway (Astor Pl)

EAST VILLAGE

65 5th Ave (13 & 14 St)
253 1st Ave (14 & 15 St)
850 Broadway (B way & 13 St)
795 Broadway (B way & 10 St)
81 1st Ave. (1st Ave & E 5th St)
100 1st Ave (1st Ave & E 6th St)

BELOW HOUSTON

384 Broadway (B way & White St)
317 Broadway (B way & Thomas St.)
290 Broadway (B way & Duane St)
695 Broadway (B way & Warren St)
130 Church St (Church & Murray St)
90 Franklin St (Church & Franklin St)
25 Ave of the Americas (6th Ave & Walker St)
337B W B way (W B way & Grand St)
143 Prince St (W B way & Prince St)
482 W B way (W B way & W Houston)
145 Greene St (Greene & W Houston)
611 B way (B way & W Houston St.)
110 W B way (Read St. & W B way)
81 Hudson Street (Harrison & Hudson)

Entertainment Event / Leisure

Exhibition

Through August 17 FREE
Yuki Shingai In Group Exhibition The Perfect Storm
The Julie Saul Gallery
Japanese photographer, Yuki Shingai will have her work, regarding the Japan's tsunami, exhibited in the group show, "The Perfect Storm" at The Julie Saul Gallery. Amongst 11 artists, the exhibition explores man-made and natural disasters as well as environmental destruction. Shingai's theme is based on the earthquake and tsunami that devastated Japan in 2011, during which she was studying at New York's International Center of Photography. Photographs from the series "End of the Illusions", her works reflect the relationship between nature, human beings and technology and the powerlessness when nature strikes.
Location: 535 W. 22nd St.
(bet. 10th & 11th Aves.), 6th Fl.
New York, NY 10011
TEL: 212-627-2410
www.saulgallery.com
www.yukishingai.com

Through August 9 FREE
Voices from Japan: Japan-U.S. Joint Exhibition of Tohoku Earthquake Victims
Studio for Cultural Exchange, an organization that promotes cultural exchange between Japan and the U.S., will hold an exhibition of a collection of photos, portraits, tanka poems, and other artworks in relation to the Tohoku Earthquake in 2011. The exhibition is particularly meaningful because it was made possible in collaboration with Japanese and Americans. It is a good opportunity to experience the lives of the people affected in the aftermath of the unprecedented disaster.
Location: The Cathedral Church of Saint John the Divine
1047 Amsterdam Ave., (at 112th St.)
New York, NY 10025
www.voices-from-japan.org

Through September 30
Yayoi Kusama Retrospective
Whitney Museum
Well known for her dense patterns of polka dots and nets, as well as her hallucinatory large-scale environments, Yayoi Kusama's art encompasses an astonishing variety of media, including painting, drawing, sculpture, film, performance, and immersive installation. Born in Matsumoto, Japan in 1929, Kusama came to the U.S. and found herself at the epicenter of the New York art world in the 1960s with such artists as Donald Judd, Andy Warhol, Joseph Cornell, and Claes Oldenburg. After achieving fame and notoriety with groundbreaking art events, she returned to her native country in 1973. She is now Japan's most prominent contemporary artist. Don't miss this retrospective exhibit organized by Tate Modern in collaboration with the Museo Nacional Centro de Arte Reina Sofía, Madrid, the Centre Pompidou, Paris, and the Whitney.
Location: 945 Madison Avenue, (bet. 74th & 75th Sts.)
New York, NY 10021
TEL: 212.671.8346

Performance

August 27
J.S. Bach's "The Art of Fugue"
Taka Kigawa
Critically acclaimed pianist, Taka Kigawa will return to the stage at (Le) Poisson Rouge. Taka Kigawa's five solo recitals at (Le) Poisson Rouge over the past three years were all resounding successes and received enormous critical acclaim from critics and audiences alike. This time, he will play "The Art of Fugue" by classical music giant Johan Sebastian Bach. Kigawa has performed this composition internationally and has received high praise for his discretion, liveliness, and artistry in his refined execution.
Location: (Le) Poisson Rouge
158 Bleecker St., (bet. Sullivan and Thompson Sts.)
New York, NY 10012
TEL: 212.505.3474
www.lepoissonrouge.com
Info:www.takakigawa.com

Lecture/Forum/ Film/Festival

July 31
Learn Basic Sashiko Stitching
The City Quilter
Sashiko stitching is a Japanese technique that dates back to more than 350 years. Using a simple stitch, sashiko creates beautiful embroidery-like patterns and increases the durability of the fabric. In this 3 hour long class, you will learn why this needlework has survived generations of fashion changes and how to do sashiko stitching yourself! Two classes on July 31, running from 12-3 pm and from 5-8 pm, will be instructed by Judy Doenias. For more information, visit The City Quilter's website.
Location: 133 W. 25th St., (bet. 6th & 7th Aves.)
New York, NY 10001
TEL: 212-807-0390
www.cityquilter.com

July 20-
Hara-Kiri: Death of a Samurai

Tribeca Film
Film auteur, Takashi Miike, the director of *Audition* and *Ichi the Killer* has a new movie out on July 20th called *Hara-Kiri: Death of a Samurai*. A mysterious samurai arrives at the doorstep of his feudal lord requesting an honorable death by ritual suicide in his courtyard. This unusual beg leads to reveal the brutal tale of Motome, a desperate young ronin who made a similar request with ulterior motives only to meet a grisly end. The ensuing tale weaves the movie towards the most unprecedented ending. The film, based on the story by Yasuhiko Takiguchi, which was originally filmed by the legendary

filmmaker Masaki Kobayashi in 1964, Hara-Kiri provokes viewers' thoughts with its criticism of samurai spirits. The movie stars renowned kabuki theater actor, Ebizo Ichikawa and internationally acclaimed, Koji Yakusho (*Shall We Dance? Memoir of a Geisha*)

Location: IFC Center
323 6th Ave
(bet. Cornelia & Commne Sts.)
New York, NY 10014
TEL. 212-924-7771
www.ifccenter.com
www.tribecafilm.com

Aug 4 & 11
Free Bon-oduri Lesson

Mitsuwa Marketplace

Mitsuwa Marketplace will offer free Bon Odori (traditional dance during O-Bon festival, honoring spirits of ancestors) lessons for two Saturdays on Aug. 4 and 11. The class will be taught by the Japanese Folk Dance Institute of New York instructor, Momo Suzuki along with her students. There is also a chance for those who attend to dance together on stage during the Natsu Matsuri (Japanese Summer Festival) at Mitsuwa Marketplace on Aug. 18. Get immersed in the traditional Japanese festival dance and burn your energy.

Location: 595 River Rd
Edgewater, NJ 07020
TEL. 201-941-9113
www.mitsuwa.com/english

Event

July 29
Connecting the World and Sharing a Meal: TFT at Japan Block Fair
TABLE FOR TWO

Originating in Japan, TABLE FOR TWO (TFT) is a non-profit organization that challenges the topical concerns of "malnutrition in developing countries and obesity/ 'overnutrition' in the developed world through a unique 'calorie transfer' model." Associating with university dining halls, corporate cafeterias, and other food institutions, TFT designates healthy TFT options, with 25 cents per meal used to provide one school meal in Uganda, Rwanda, Ethiopia, Tanzania, or Kenya. On July 29, you too can take part in this wonderful mission. TFT will be hosting a booth at the Japan Block Fair in Astoria, Queens, where they will be selling their original and healthy vinegar drinks that incorporate a donation.

Location: On Broadway bet. 43rd and 44th Sts. Astoria, Queens
www.japanblockfair.com

August 1 - 5
Premium Economy Seat Open House
All Nippon Airways (ANA)

ANA will be presenting its newly redesigned Premium Economy seats at The Nippon Gallery and Mitsuwa Marketplace New Jersey. At this Open House, guests will be able to experience the comfort of Premium Economy seats. ANA's Premium Economy seats not only have 10% more space than Economy seats, a large headrest, and a footrest, but also provide with noise cancelling headphones, a larger LCD monitor, exclusive sparkling wine and seasonal soup, and amenity goods. At the Open House event, those who experience the seat will receive small gifts.

Location & Schedule
Aug. 1 (10 am-6 pm), 2 (10 am-5 pm) & 3 (10 am-4 pm)
The Nippon Gallery at The Nippon Club
145 W. 57th St., (bet. 6th & 7th Aves.)
New York, NY 10019

Aug. 4 (11 am-7 pm) & 5 (11 am-6 pm)
Mitsuwa Marketplace
595 River Rd., Edgewater, NJ 07020

August 15, 18, 29 and 30
10th Anniversary Summer Event
Umi no ie

To commemorate the 10th anniversary since its opening, Umi no ie will host many events in August. There will be an Okinawa Awamori sake night on Aug. 15 and 16. Enjoy the spirit of Okinawa with local cuisine, drink and live Sanshin performance (Okinawa three string guitar). Full Moon Tenugui (Japanese Hand towel) night will take place on Aug. 29 and 30. Enjoy Adzuki red bean cuisine, popular shio koji vegetable dishes and adzuki bean dessert as well as Amazake shochu cocktails. "Tenugui" yoga and loincloth wrapping lessons are also offered. Umi no ie's back yard is available for private parties. For those who reserve the backyard space will be offered yakisoba noodles and two daily dishes along with a beer or cider for only $ 10 and Shochu Shaved Ice for $4. Call for reservation.

Location: 86 E. 3rd St., (bet. 1st & 2nd Aves.)
New York, NY 10003
TEL. 646 654-1122
www.downtownumineie.com

August 18-24
Events Introducing New Kids' Shoe Collection
MIKI HOUSE

Japanese Children's apparel and shoes brand, MIKI HOUSE, is introducing their new kids' shoe collections, Breathing City Sneaker and Girl's Sneaker, made for the best fit and

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Event Feature

August 11-31

Sustainably Raised Bluefin Tuna Butchering Demonstration and Tasting Event

Inakaya NY

Inakaya NY will hold a Ten Qoo Maguro (Sustainably raised bluefin tuna) butchering demonstration on Aug. 11, 17 and 24. In light of food sustainability and concerns of the supply of natural tuna, Ten Qoo Maguro is the world's first 100% farm raised bluefin tuna that is environmentally friendly. Unlike typical tuna farming, where young fish are grown in fish preserves, Ten qoo Maguro are offsprings of tuna grown in an artificial hatching aquaculture facility, a technique developed in Japan. After the show, using the freshly cut Ten-qoo Maguro, sushi, sashimi, rolls, and skewers will be served while supplies last. Demonstrations will start at 6 pm.

Location: 231 W. 40th St., (bet. 7th & 8th Aves.)
New York, NY 10018
TEL. 212 354 2195
www.inakayany.com

comfort for infants and toddlers. To showcase the new lines, MIKI HOUSE will hold a one week long event in each MIKI HOUSE store in Bloomingdale's on 59th Street in New York City, Riverside, New Jersey, Aventura, Florida and San Francisco, California from Aug. 18-24. Customers who make a purchase of any MIKI HOUSE shoes will receive a free pair of original socks. The giveaway campaign continues while supplies last.

Location: Bloomingdale's at 59th Street, NYC, NY, The Shops at Riverside, NJ, Aventura, FL and San Francisco, CA
Info: www.mikihouse-usa.com

August 23-26 FREE
In Ghostly Japan' Stories of Strange Things
Theatre Arts Japan -KIDS

Summer in Japan is the time to celebrate Obon (day of the dead) and a perfect time for telling scary stories. In Ghostly Japan – Stories of Strange Things is a horror story based on stories by one of Japan's leading contemporary bizarre mystery writers Rampo Edogawa and by Yakumo Koizumi. Inspired by Japanese Kage-e (shadow play) using theatrical tricks and puppetry this english performance is directed by award winning writer/director Eriko Ogawa. Theatre Arts Japan was established to provide Japanese culture, art and literature for Japanese children living abroad and to promote interest and understanding amongst non-Japanese children in the U.S.

Location: Hudson Guild Theatre
441 W. 26th St., (bet. 9th & 10th Aves.)
New York, NY 10001

Info: Theatre Arts Japan
www.TheatreArtsJapan.org / TEL: 212-932-9601

August 17
Celebration of Summer: White Party

Fushimi

Chic and eventful Japanese restaurant, Fushimi, will be hosting a White Party in its Williamsburg location at the peak of the late summer heat. At this event, participants dressed in white can enjoy a 3-course dinner for $39.95, along with live music and DJ.

Location: 475 Driggs Ave., (at N. 10th St.)
Brooklyn, NY 11211
TEL: 718-963-2555 / www.fushimi-us.com

Happenings

Celebrate the Renewal Opening with 25% Off for Chopsticks NY Readers
Salon Vijin

After 20 years at Rockefeller Center, beauty salon Salon Vijin will reopen at their new location on the Lower East Side at the end of July. While preserving their concept of "Healing and Relaxation", Salon Vijin will continue to provide even more sophisticated service and technology from stylists with exceptional skills. Chopsticks NY Readers will receive a 25% discount for your first time visit to the new location, 20% discount on your second visit, and 10% discount on your the third visit. Offer valid until the end of March, 2013.

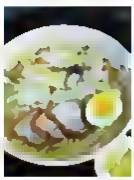
Location: 22 E. 1st St., (bet. Bowery & 2nd Ave.)
New York, NY 10009
TEL: 212 664-0664
www.salonvijin.com

Website Renewal and Annual Fan Discount Campaign
Interaasseclub

International marriage consulting agency, Interasseclub has renewed their website with a new search system added. Now you can freely search other members' profiles (authorized permission only), with the ability to narrow your search by categories like age and occupation, making it easier to find your ideal person. To celebrate the start of this new service, the system use fee is offered at $30 per year. Meet someone special through Interesseclub.

Info: www.interesseclub.com
TEL: 212-391-7767
info@interesseclub.com

Midnight Ramen on Fridays and Saturdays
Wasan



To meet the request of customers, on Fridays and Saturdays from 10 pm to 1 am, a limited ramen menu will be offered at Wasan. After many months of trial and error, a Wasan style salt ramen has been created. Using bonito soup stock as a base, chicken, pork, dried sardine, dried shrimp, kelp and vegetables form a soup through slow stewing, with plenty of vegetables, chashu pork and soft-boiled egg on the side. This late night menu is only available on Friday and Saturday night.

Location: 108 E. 4th St., (bet. 1st & 2nd Aves.)
New York, NY 10003
TEL: 212-777-1978 / www.wasan-ny.com

Free Treatment August Campaign
YUI Salon

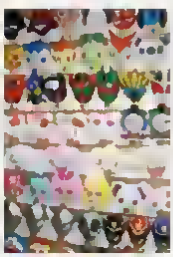
West Village's YUI Salon is offering a free treatment ($50 worth) of "salon conditioning" with a reservation for either hair cut/color/highlights (with styl-

Event Feature

August 18

Mitsuwa Marketplace Summer Festival

In the midst of high summer, Mitsuwa Marketplace's parking lot, on the Hudson River side, will transform into a Natsu Matsuri (Japanese Summer Festival). From 11 am-8 pm on Aug. 18, over 15 booths will be on display, enhancing the festive mood. Exciting activities and booths include yoyo scooping, superball scooping, quoits, and o-men (Japanese masks). Food vendors will offer cotton candy, curry rice, hayashi rice, gyoza dumplings, iced green tea, grilled lobster, grilled scallops, okonomiyaki (Japanese pancakes), yakisoba (pan fried noodles), yakitori (chicken skewers), shaved ice and more. From 11 am until dusk, the performances such as taiko drumming and Japanese traditional dance will be held on the stage. The festival culminates with Bon Odori Dance that anyone can join, starting at around 6:20 pm. Parking is limited, so use the Mitsuwa Shuttle from NYC Port Authority or take the NJ Transit Bus # 158. On the Natsu Matsuri day, three shuttle buses will run every 20 minutes.



Location: 595 River Rd., Edgewater, NJ 07020
TEL: 201 941 9113 / www.mitsuwa.com/english

ist, Tomohiro only) Stylist Tomohiro has experience in Tokyo Aoyama's ZACC* salon and successfully worked with many fashion magazines and fashion week in Japan Don't let the harsh sun and heat wave burn out your looks, revitalize your look and repair your hair at YU! Salon

Location: 323 W 11th St, (bet. Greenwich & Washington Sts.)
New York, NY 10014
TEL: 212 647 9303 / www.yusalon.com

New Vegetable Curry at Washington Square Park Stadium Location

GO! GO! Curry at Washington Square Park Stadium

Recommended toppings for Go! Go! Curry's new Vegetable Curry at Washington Square Park Stadium are "fukujindzuke" (sweet soy sauce flavor pickled vegetables),"rakkyo" (pickled shallots) and "natto" (fermented soybeans) Fukujindzuke is a classic curry topping, an addictive crispy texture of daikon radishes.. Rich in Vitamin B1, and a perfect remedy for fatigue, rakkyo's sweet and sour taste goes perfectly with the curry roux. Natto is also rich in protein and nutritious You can choose your own vegetables Until the end of August, for customers ordering vegetable curry and mentioning this ad, one free topping from fukujindzuke rakkyo or natto can be chosen on the house

Location: 231 Thompson St., (bet W 3rd & Bleecker Sts.)
New York, NY 10012
TEL: 212-505 2555
Info: www.gogocurryusa-ny.com

Now Late-Night Hours

Kaitea Sushi East

Kaiten Sushi East, Manhattan's kaiten sushi (sushi served on revolving conveyor belt) restaurant, is offering a 50% discount for sushi and rolls from 11 pm to 4 am (Last order, 3 am) on Fridays and Saturdays This offer is also valid for customers at KARAOKE JAPAS27 located on the second floor This promotion will continue until the end of August.

Location: 366 3rd Ave., (bet 26th & 27th Sts.)
New York NY 10016
TEL: 212-889-2329
www.japas27.com

Hair Treatment 50% Off

Saiaa Oasis

At Salon Oasis for customers getting a perm and color, hair treatment before the service will be 50% off, offered at $15 instead of $30 By treating hair before perm or color, hair damage is reduced and firmer waves can be created In addition, the color becomes even brighter and long lasting before hair coloring Enjoy a healthy look and a new hair style at Salon Oasis

Location: 170 Main St 2nd Fl
Fort Lee, NJ 07024
TEL: 201 242-0554 / www.salon-oasis.net/index.html

Introducing new Japanese Cocktails

Jbird Cocktails

Jbird Cocktails is bringing the seriousness of downtown mixology to the Upper East Side This Summer, three specialty drinks will highlight popular seasonal ingredients In August, Jbird will introduce an assortment of popular Japanese whiskeys shochus and sakes to compliment the 26 signature drinks on the house list, which includes the Sadie Hawkins Sling, served in a frozen pineapple The menu and creativity don't end there

Jbird's lab mixologists are also developing a collection of "relief" cocktails, which when ordered, will result in a portion of the sale being donated to savejapanproject com

339 E. 75th St, (bet. 1st & 2nd Aves.)
New York, NY 10021
TEL: 212 288 8033 / www.jbirdny.com

Drop-in origami Folding Experience

Taro's Origami Stadia

Founded by Taro Yaguchi, who is truly dedicated to the art of origami, Taro's Origami Studio presents a haven for all origami lovers. Here one can enjoy the beauty and creativity that can stem from a single sheet of paper Offered at Taro's Origami Studio are origami folding classes and workshops for all experience levels The studio also offers a rental space for origami birthday parties Chopsticks NY readers can receive 20% off a drop-in folding experience

Location: 95 7th Ave., (bet Union & President Sts.), 2nd Fl.
Brooklyn, NY 11215
TEL: 718-360-5435
www.tarosorigami.com

Free Treatment: Gel Mani and Pedi for $70

Hearts New York Salon & Yakle Beauty Spa

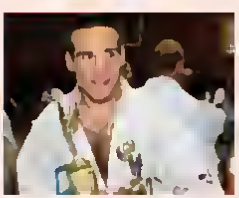
To fight against the harsh ultraviolet rays of the summer, Midtown's Hearts New York Salon will provide a free treatment worth $45 to customers receiving coloring service In addition treat yourself to a single color, gel mani and pedi set for only $70 (Reg $90) The offers are valid during August.

Location: 40 E 58th St., (bet. Park & Madison Aves.), 2 Fl.
New York, NY 10022
TEL: 212 810-6900
www.heartsny.com

Happenings Feature

2012 All American Open International Karate Championships

Kyokushin Karate



On June 23, Kyokushin Karate hosted the 17th annual All American Open International Karate Championships at Hunter College Sportsplex with 130 fighters from over 20 countries, including many fighters who have won recent regional events, coming to NY Using full contact knockdown karate, the two surprise finalists of last year's tournament, Goderzi Kapanadze of Russia and 2011 champion Bulgaria's Zahari Damyanov went to battle yet again during the Men's Open Kumite with Damyanov taking the win In the Women's Yokozuna final, last year's champion, Canadian Julie Lamarre took a consecutive victory Exciting matches were enjoyed by all It was a great opportunity for strong fighters around the world to come together for sportsmanship, camaraderie and challenge for the love of the art of Karate.

Info: Kyokushin Karate
265 Madison Ave., (at 39th St.), 5th fl.
New York, NY 10016
TEL: 212 947 3334 / www.kkny.net

WonderMind Summer Adventure
Benesse America

WonderMind and its multi-sensory learning system has been proven to be Japan's number one child development product. Now debuting in America is a complete five piece interactive learning kit that is available in two different packages toddlers ages 1-2 and kids ages 4-5 (pictured). WonderMind works correspondingly to the development and interests of the child engaging the senses and enriching the parent-child learning experience through use of activity books, educational toys, and DVDs. WonderMind's Summer Adventure kits are now available for $29.99 each with free shipping

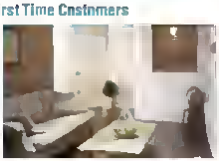
Info: www.wondermindkids.com
TEL: 855-888-3349

Special Offer: Hair Straightening or Keratin Treatment
Ginvanni-Sacchi Hair Salon

Adorned with chic Mid-Century decor, Giovanni –Sacchi Hair Salon is like no other salon on the Upper East Side. For the month of August, Giovanni Sacchi Hair Salon will be offering a special promotion for Chopsticks NY readers. Those who mention Chopsticks NY when making an appointment can receive a 10% discount on the Japanese Hair Straightening Treatment or a 20% discount on the Brazilian Keratin Treatment.

Location: 1364 Lexington Ave., (bet. 90th & 91st Sts.)
New York, NY 10128
TEL: 212-360-5557 / www.giovannisacchi.com

50% Discount for First Time Customers
Purest Laser



Purest Laser is a private laser salon that employs Japanese technicians who offer care and treatments that cater to the needs of each individual. Answering the popular demand, they will continue offering the discount campaign. First time visitors will be given 50% off the normal price for special hair removal treatments. The IPL Photofacial, regularly priced at $260 will be offered at $125 while a 3-treatment package regularly priced at $780, will be offered at $450. Also, a package of 3 treatments for underarms is offered for $98 (Reg. $225), a package of 3 treatments for the entire face for $198 (Reg. $360), and a package of 3 treatments for Brazilian for $300 (Reg. $450). Services are by appointment only

Location: 25 W. 36th St., 8 Fl., (bet. 5th & 6th Aves.)
New York, NY 10018
TEL: 212-302-0038 / www.purestlaser.com

Stylish Underwear Summer Clearance Sale
Bradelis New York

Until Aug. 31, get 30% off Bradelis underwear including their Step1, 2, and 3 bras (selected styles only), Chelsy Push-up Bra (Reg. 62), and matching panties. Camisoles and babydoll lingerie from famous brands will also be up to 70% off. Since bargains will be released throughout the sale period, be sure to visit until the last day. The clearance period will be busy so reserve a fitting in advance. Alteration services will be accepted from Sep. 1 after the sale period. Bring in this ad and with a purchase of over $100, receive $10 off (not applicable on sale items)

Locations: 211 Elizabeth St., (bet. Prince & Spring Sts.)
New York, NY 10012
TEL: 212-941-5629

66 Madison Ave.
(bet. 27th & 28th Sts.)
New York, NY 10016
TEL: 212-599-2223

135-20 39th Ave. Suite HL 219
(at Sheraton LaGuardia East Hotel)
Flushing, NY 11354
TEL: 718-353-1345
www.bradelisny.com

5th Anniversary Sale and Commemorative Gift
Kiteya SoHo

Kiteya SoHo, a shop that carries traditional gift items and accessories from Kyoto as well as kimono items, is celebrating its 5th anniversary this summer. In commemoration, and to show their appreciation for their customer's patronage, they're having a sale where a large selection of store items will be marked down and they're offering a special gift with all purchases. Their 5th anniversary sale will end on Aug. 31

Location: 464 Broome St., (bet. Mercer & Greene Sts.)
New York, NY 10013
TEL: 212-219-7505 / www.kiteya.com

An Eastern Medicine Check Up For Your Body
iDo Holistic Center

iDo Holistic Center provides a check up and consultation service from the Eastern herbal medicine viewpoint. Also called "kampo", Eastern herbal medicine is effective for physical and mental problems, unique to females such as PMS, menopause, fibroid, sterility. It is helpful for migraines, allergy and constipation as well. Until the end of July, they are offering a 30-minute check up and consultation session for $20 (reg. $80). Along with the check up, they will advise you on a diet plan and give suggestions for a lifestyle improvement. You may purchase the herbal medicine they suggest on-site

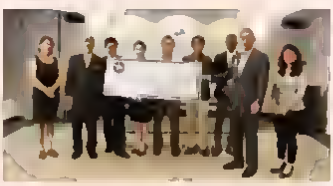
Location: 22 E. 49th St., 3rd Fl., (bet. 5th & Madison Aves.)
New York, NY 10017
TEL: 212-599-5300 / www.idocenter.com

Happenings Feature

Dine Out for Japan Donated $19,170.02 to JAA's Japan Disaster Relief Fund

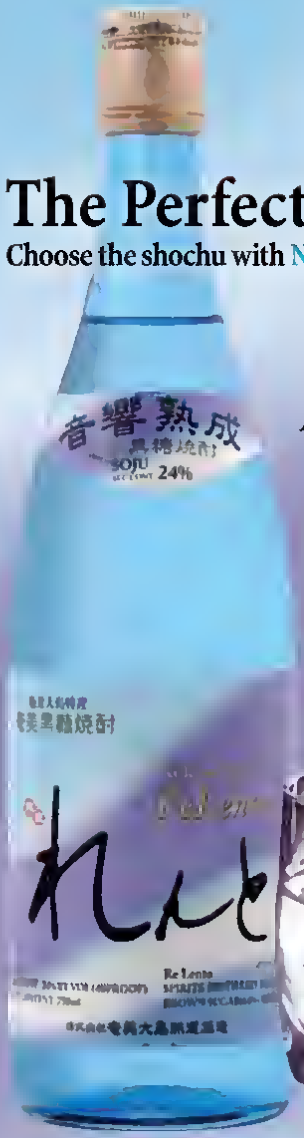
In memorial of the one-year anniversary of the Japan Tohoku earthquake and tsunami, 37 Japanese restaurants in NYC and the tri-state area (listed below) participated in the Dine Out for Japan event organized by Azax Inc. and held on March 7 11 with the purpose of donating a portion of their sales to the Japan relief fund. They raised $19,170.02 and the donation ceremony was held on July 3 at the Japanese American Association of New York (JAANY). The ceremony was followed by the report of how the money would be used and a discussion on how to make this fundraising event more appealing to the New Yorkers. Restaurants that participated in Dine Out for Japan in 2012 include: 15EAST, Cha-An, Choshu, Curry-ya, Greenwich Grill, Hakata Tonton, Hakubai, Hasaki, Hatsuhana, Inakaya New York, Ippudo NY, Iroha, Izakaya HAGI, Japonica Restaurant, Kambi Kibo, Kyotofu, Minca, Misoya Oms/b, Rice Ball Cafe, Otafuku, Pangea, Rai Rai Ken, Robayata, Ronin, Sakagura, Sake Bar Decibel, Sapporo Restaurant, Shabu-Tatsu, Shimizu, Sobaya, Souen, Sushi Azabu, Sushi Ann, Sushiden 6th Avenue, Sushiden Madison Avenue and Wasan

Info: www.jaany.org
www.bmi.asia/dineoutforjapan
Contact: Ike Akashi akashi@azax.net
http://www.azax.net/



The Perfect Shochu to Pair with Sushi

Choose the shochu with NO SUGAR and LOW CALORIES for your healthy sushi meal.

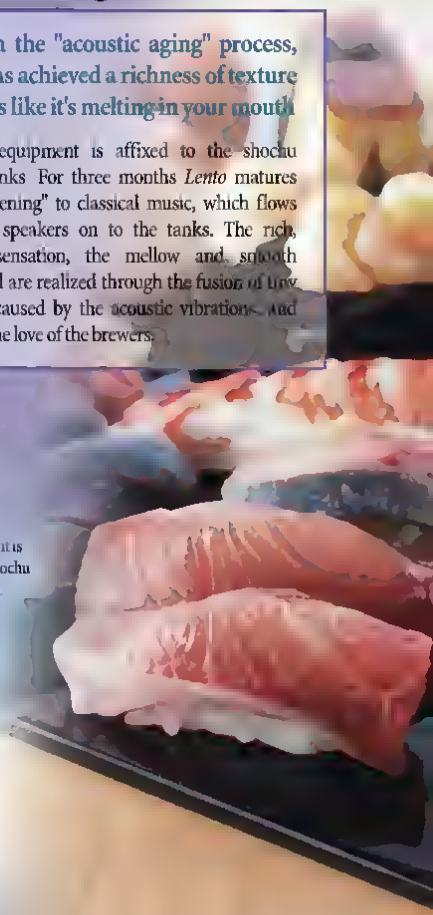


Japan's number one selling brown sugar shochu.

Through the "acoustic aging" process, Lento has achieved a richness of texture that feels like it's melting in your mouth

Acoustic equipment is affixed to the shochu storage tanks. For three months *Lento* matures while "listening" to classical music, which flows from the speakers on to the tanks. The rich, melting sensation, the mellow and smooth mouth-feel are realized through the fusion of tiny particles caused by the acoustic vibrations. And through the love of the brewers.

The best way to drink it is *mizuwari*, one part shochu to one part cold water.



KOKUTO SHOCHU 24%

LENTO

JFC INTERNATIONAL INC Distributed by JFC International Inc. / Tel. 908-525-4400 Amami Oshima Kalun Brewing Corp / www.lento.co.jp

JFC INTERNATIONAL INC

Annual Sake Tasting Event In **Manhattan**

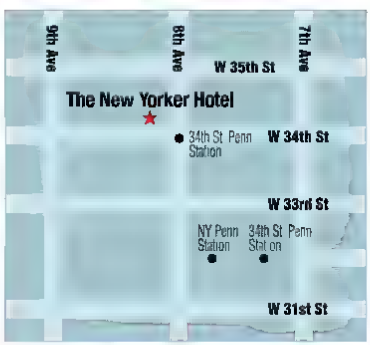
SAKE EXPO

& FOOD SHOW 2012

Date : Saturday, September 15, 2012
Time : 11:00 AM - 4:30 PM
Place: ***The New Yorker Hotel***
481 Eighth Avenue
New York, NY 10001
TEL (212) 244-0719
http://newyorkerhotel.com

Register online today at ***www.jfc.com/sakeexpo/***

*This is a Business-to-Business event
*Participants must be 21 and over to attend this event
*For more information, call JFC NY branch office at (908) 525-4400 or visit www.SakeExpert.com.



Fall 2012 Event Features:

- ***"TRIPLE YOUR SAKE SALES...AND PROFITS!" Seminar***
  Special Seminar from Marcus Pakiser,
  Director Of Sake Category, Young's Market Company
  2:00PM (time subject to change)
- *Other useful seminars planned as well (TBA)*
- *Newly arrived items*
- *Over 20 brewers (Kuramoto) from Japan to pour their own sake*
- *Pairing suggestion from food vendors*

EVENT PASS **SAKE EXPO & FOOD SHOW** Manhattan Sep. 15, 2012

* PLEASE SHOW THIS PASS AT RECEPTION OR GIVE THIS TO JFC SALES PERSON PRIOR TO EVENT.
* WHEN YOU BRING MULTIPLE GUESTS FROM YOUR BUSINESSES PLEASE MAKE NUMBERS OF COPIES OF THIS EVENT PASS.

Restaurant/Store Name: _____

Address: _____

Phone: _____

Email: _____

Your Name: _____

Occupation: _____

I have an account with JFC International Inc: ☐ Yes ☐ No

Would you like to attend the special seminar "Triple Your Sake Sales...And Profits!"?: ☐ Yes ☐ No